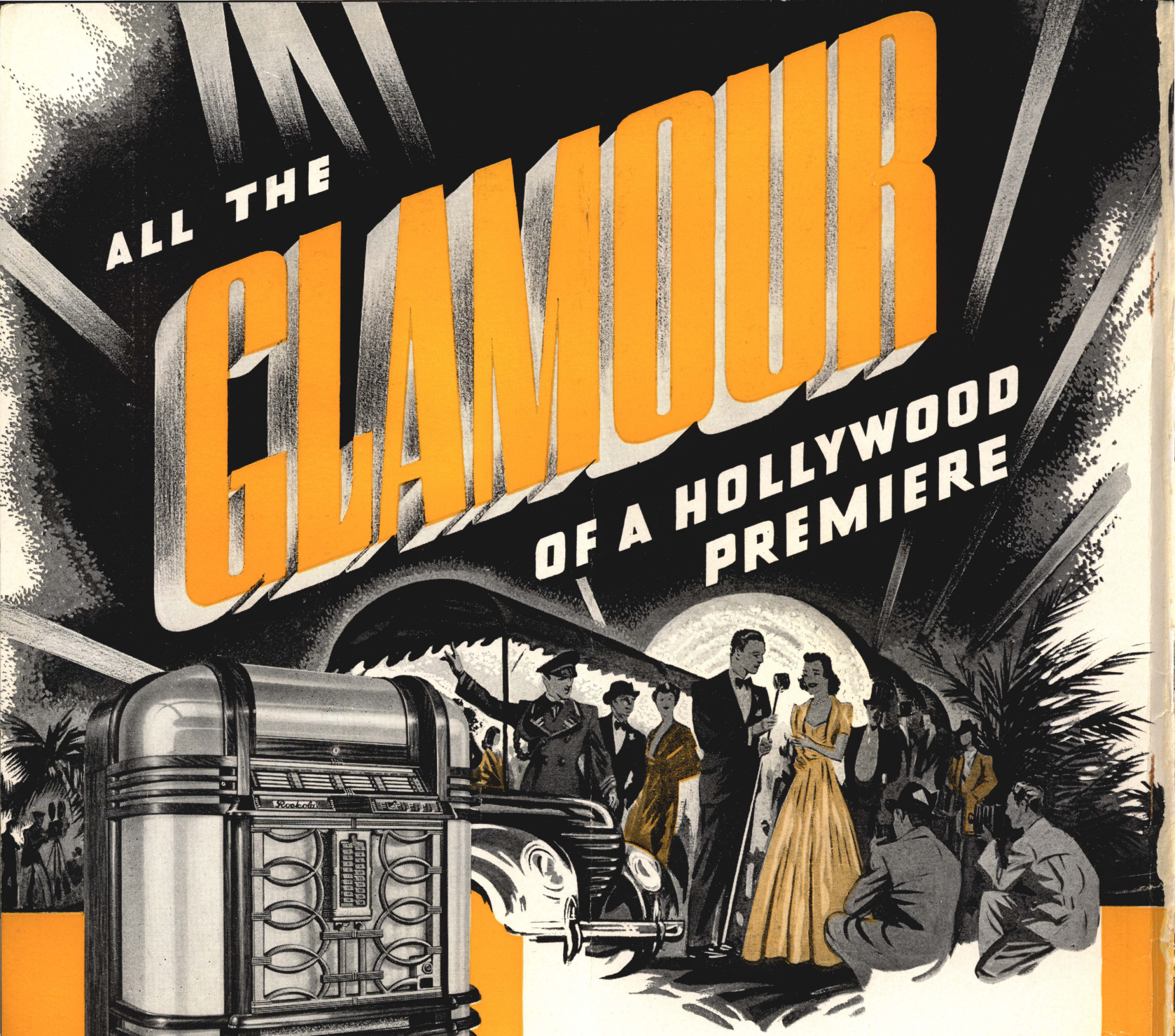
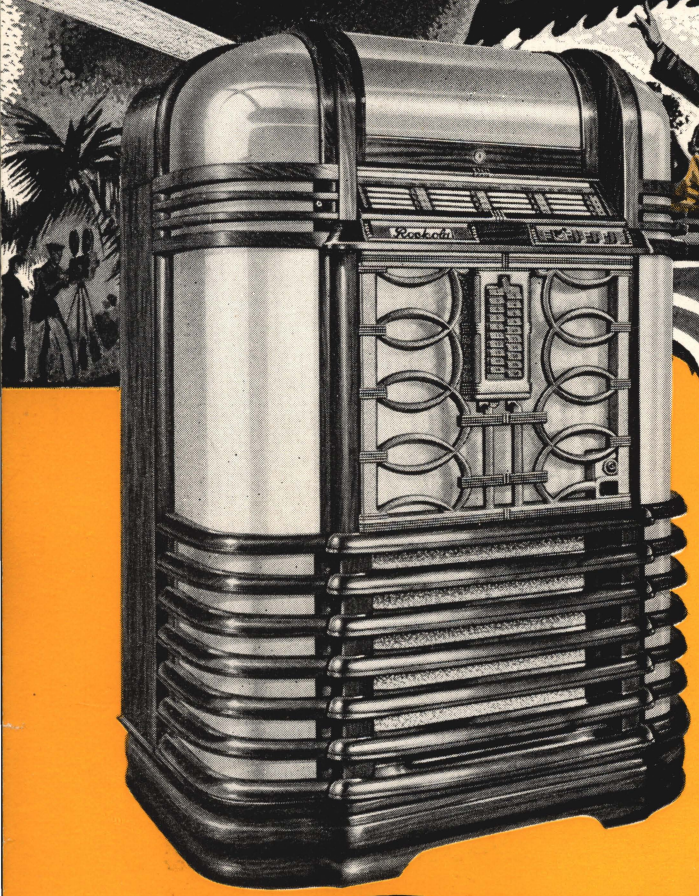
The Coin Machine REVIEW

for August, 1939

ALL THE GLAMOUR OF A HOLLYWOOD PREMIERE





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The COIN MACHINE REVIEW for August, 1939. Vol. 7, No. 2. Published monthly at 1113 Venice Blvd., Los Angeles, Cal. Fitzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Cal., under the act of March 3, 1879.

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Bally BEVERAGE VENDER

Cigarette Operators Organize In Calif.

Cigarette operators in California saw the formation of a statewide organization go forward to completion late in July, with every indication that its future will help bring stability and success to the industry in this state.

A meeting at Fresno, in May, to incorporate the organization, was the first definite step in the forming of the Cigarette Merchandising Association of California. Today the Association is statewide with seven "local" districts and a membership made up of a large majority of the cigarette operators in California.

A permanent organization of the operators in the entire state has been contemplated for some time. The "attempted legislation" on cigarette machines at the last California Legislature helped to bring operators into one large Association, which may work for the common interest of all.

State officers have been named and the territory to be included in each of the districts determined, as well as the director of each local group. The membership of the districts will include all local cigarette operators who wish to join. Meetings will be held once each month to discuss operating problems and trends. The state organization will be in close touch with the local groups at all times.

State officials, who will meet whenever it is deemed necessary, are: J. W. Glenn, of San Francisco, president; T. A. Morrissey, Los Angeles, first vice-president; Abraham Fisher, Sacramento, second vice-president; A. B. MacDonnell, Fresno, third vice-president; C. B. Brandon, Oakland, treasurer; J. Joseph Sullivan, San Francisco, secretary.

The seven districts and their directors include: A. A. Parina, in the San Francisco district; William Barron, Oakland district; E. R. Fuller, Los Angeles district; Charles A. Rockwell, Santa Ana district; J. E. Muir, San Diego district; D. D. Patton, Turlock district; and Matt T. Rainey, Sacramento district. ◆

"Futurity" Idea Clicks On Bally's Variety

CHICAGO—Utilizing a new principle of play, the Bally Manufacturing Company's new 5-ball novelty game, Variety, is rapidly proving its ability to increase collections in the average novelty location, according to Jim Buckley, general sales manager of the organization.

This new idea, termed "futurity" by Buckley, is entirely different from the other novelty games on the market today, and Buckley believes that it will start a new trend in the field. "In Variety," Jim explains, "the player builds up his award by skill, but he can't claim a winner until the game ends. Awards keep getting bigger and bigger, but, no matter how high the award climbs, the player is never sure of a winner until the final split-second of play.

"This is the exact opposite of games preceding Variety in which the player first qualified to win an award and then proceeded to build up the award.

"Variations of the 'futurity' idea will undoubtedly be developed, because of the tremendous earning power demonstrated by Variety. ◆

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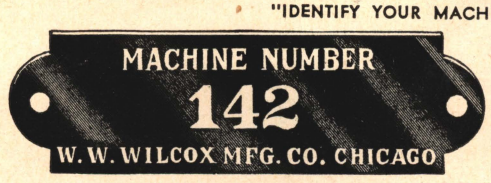

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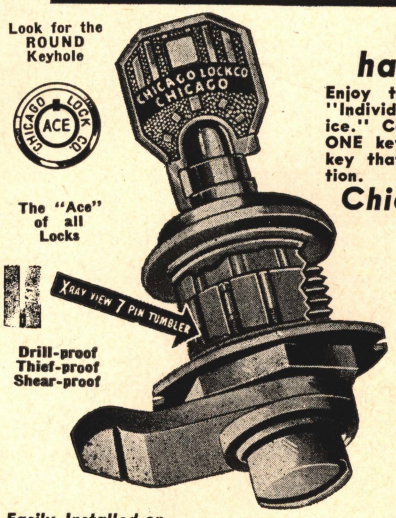

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Western Vending Machine Operators' Association

President—J. H. SCOTT, 1928 Montrose, Los Angeles, Fitzroy 5369; Vice-President—F. W. STRAW; Secretary—J. C. SMUCK, 201 South Witmer; Treasurer—CLAUDE HUIZING.

Vacation time took a heavy toll in the ranks of the Western Vending Machine Operators' Association when the organization held its July meeting at the Gates Hotel. All the "old regulars" were present and the meeting was carried on by President Scott with his usual efficiency.

Although no special program of entertainment was arranged, the usual business meeting was held for the discussion of operating problems. The most important matter discussed was the present problem of taxation. Work is going forward to bring about a reasonable understanding of taxation on vending machines.

It was brought out that if an unfair tax is assessed, operators will evade it if possible and that it will work a severe hardship on operators and will bring small benefit to the city.

A definite program is being prepared for a vigorous drive for new members during the coming year. President Scott urges all members, as well as operators who are not members, to attend the regular meetings in order to bring about a complete understanding of vending problems.

The next meeting of the Association will be held August 29 at the Gates Hotel. ◆

Colorado Operator Has Unique Locations

SALIDA, COLORADO (RC)—R. C. Horning, local operator, lays claim to having the most unusual machine locations in the West, by reason of forty spots in the district. Salida is a historic railroad town, at the upper end of the famous Royal Gorge, and attracts thousands of tourists and fishermen each summer.

Horning's most amazing location is two peanut and candy vendors atop Tenderfoot Hill, rising 1000 feet at one end of the city's main street. To reach this spot, tourists must circle a spiral drive of eight miles, over a tortuous road less than eight feet wide, which brings them to a point directly overlooking the city.

The vendors here did not pay off at once, and it was not until a drinking fountain, connected with the city system, was installed, that they began to profit. Now both outsell more prominent machines in the streets below. They are serviced once weekly, and are as well known as the hill itself.

Other spots of interest are Princeton, where a beautiful hotel was built at a cost of a quarter-million dollars, now used only as a dance hall; and Saguache, highest point of the southern Rockies. In addition, there is the Royal Gorge Bridge, 25 miles from Salida, where a dozen of Horning's machines are concentrated. An estimated 20,000 visitors come to the 1200-foot suspension bridge during the short three-month summer season.

At Crooked Bend, a water-stop for trains ascending the Gorge, Horning has installed eight vendors, for the benefit of customers leaving the train to "stretch their legs."

The forty vendors in Horning's chain extend over an eighty-mile route, and keep him busy eight hours a day during the summer season. In spite of the arduous duties of servicing them, Horning has kept the machines steadily profitable for the last five years. ◆

Evans Readies New Skill Bowling

CHICAGO—Enthusiasm runs high at the H. C. Evans Company where finishing touches are being placed on a new miniature bowling alley to be marketed by the firm this fall.

The alley, measuring about five or six feet and half as wide is a real skill game. Operator can not only control the speed of the ball but also the direction so he can make spares, strikes, etc. The score is automatically recorded to save any arguments. Formal announcement of the game will be made shortly. ◆

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COIN MACHINE REVIEW

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Coin Machine Opportunities

III

by HAROLD S. KAHM

Author of "New Business Opportunities for Today"

Many coin machine operators, searching for new and profitable locations, have overlooked an important fact: namely, that a great many coin machines are easily portable, and that a complete penny arcade, or other collection of games and automatic vendors, may be easily and safely transported from one place to another in a truck.

Following herewith are some of the opportunities that are open to portable units:

1. CARNIVALS. There are a good many carnival companies operating in the United States, Canada, and South America, that still do not have penny arcades, or a coin-game concession. The attractions of these travelling carnivals consist, usually, of a number of riding devices, such as a merry-go-round, ferris wheel, whip, Tilt-a-whirl, etc., a few shows, and a number of varied food and amusement concessions of various types. The concessions generally pay a flat weekly rate, ranging from $10.00 to $25.00 for space, light and, in some cases, transportation.

The carnival assumes all responsibility for booking, and all the concession operator need do is to accompany them, and set up shop in each place where the carnival plays.

A great deal of money has been and is being made in the carnival game, and there are plenty of opportunities in this field for coin machine operators.

The necessary equipment, in addition to the machines, consists of a suitable tent in which to set up the "arcade", and strong wooden boxes, with handles, to facilitate packing and moving the machines easily and safely. In many instances, a truck is not required, because a good many carnivals travel by train, and in such cases the weekly rental for the concession privilege includes train transportation for the operator and his machines. The carnival company frequently owns its own railroad cars.

2. PICNICS. Here is a brand new field that has not even been scratched by coin machine operators. All summer long, throughout the country, large organizations sponsor big picnics, the attendance at which occasionally amounts to several thousand people. In the course of the day, a great deal of money is spent, because the people come to the picnic for the sole purpose of having a good time. Merry-go-round owners have found it profitable to book picnics, despite the fact that the average merry-go-round weighs more than ten tons, and requires a crew of several men to erect it and operate it. A coin game concession, on the other hand, may be operated by one man, and perhaps an assistant if it is a large concession. A smaller outfit can be manned by one person. And—here is the important fact—an adequate-sized coin game concession can gross as much money as a merry-go-round.

Because of the fact that a fairly large coin machine arcade can be carried in one truck, it is easy for the operator to play a different picnic every day. Another fact, equally important, is that whereas it takes an average of six hours to erect a merry-go-round, a coin machine concession can be set up in two hours or less. A merry-go-round cannot play a different picnic daily, because it requires an extra day just to unload and set up the device.

To secure picnic engagements is a simple matter: it involves first, a subscription to a press-clipping bureau for a couple of dollars. The press-clipping bureau sends you clippings announcing all of the picnics in your operating radius, which may include several States. Then, with the aid of a map, you mark off the picnics you wish to play, according to geographic location; in other words, you plan a route so that you can jump from one picnic to the next nearest one continually. Then, you drop a card or letter to the chairman of the picnic committee (the names and addresses are invariably mentioned in the clippings) and ask for a booking.

3. FAIRS AND CELEBRATIONS. County and State Fairs are excellent locations for coin machines, and the field has scarcely been touched. Fairs are always anxious to book new attractions, and their rates are often very small. Profits are big, because the farmers in each district often save up for a whole year to have money to spend for a good time at the annual Fair. The fairs last from one to five days each, and it is easily possible to book a string of fifteen or twenty.

Celebrations are usually of one-day duration, and they are also big money-makers. A whole town is decorated for the day, and the whole population turns out for a good time. There are many types of celebrations—Fourth of July, Labor Day, various Homecoming days, Centennials, etc.

A press-clipping bureau can keep you informed, well in advance, of these important dates.

4. CHURCH BAZAARS. In the winter season, the same portable outfit may be used to play indoor dates. Church bazaars are very profitable, because they are always given to raise money, and by paying a percentage of your gross receipts, you have the privilege of getting a substantial share of the take, as compensation for your time and the use of your machines.

In some cases, it pays to offer as much as fifty per cent of your gross, because few church organizations can resist a proposition of this kind, and you can afford to do it because your overhead has been reduced to a minimum. The bazaars are held indoors, and you needn't erect a tent; you merely set up your machines in the hall, and take in the money.

The opportunity here is a very special one, for the reason that most bazaars are eager for new attractions. Many of the bazaars held by the larger churches receive city-wide publicity, and they are attended not only by the church members and their families, but by the general public as well. Bazaars sometimes last a week, and attract thousands of people.

5. AUTO SHOWS. Automobiles have proven to be only one attraction at auto shows. Other entertainment, as has been found, must be provided for the thousands of people who attend the shows—and these people come largely for entertainment. A coin machine concession can make a great deal of money playing these shows, because entertainment offerings rarely hold the attention of the people for a long time, and they are free to walk around, inspect cars, and find their own amusement. The attendance at a single large auto show may run into forty or fifty thousand people.

6. CLUB DANCES. All through the cold weather season, large clubs, lodges and organizations sponsor dances and entertainments. The purpose is usually to raise money, and concessions are welcomed on a percentage basis. This is virtually a virgin field for coin machine operators.

The same portable outfit that operates in the summer season with a carnival company, or at independent picnics and celebrations, continues through the fall with county and state fairs, then through the winter with bazaars, auto shows and dances, thus making it possible to keep booked solidly on a year-round basis.

There is no limit to the type and variety of machines that may be included in the unit, although it is best to specialize in amusement games of all kinds, both of the penny and five-cent variety. ◆

In this, the third of the series of articles on Coin Machine Opportunities, Harold S. Kahm, author of the book "*New Business Opportunities for Today*," discusses some unusual opportunities open to the enterprising operator. Maybe just the thing you have been considering is discussed herein.

Emperor Norton I

Ruler of the United States, Protector of Mexico Defender of the Faith

By PAUL LADY

From the hectic, exciting, colorful years of early San Francisco, have come many dramatic stories to amaze and amuse the readers of today.

None are more interesting, more genuine, than that of Emperor Norton I—Ruler of the United States, Protector of Mexico, Defender of the Faith.

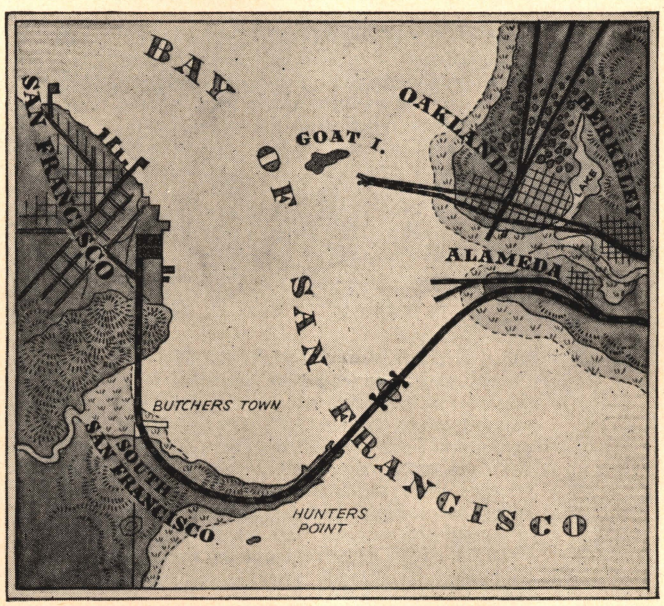
Reigning by his own proclamation, and for 23 years unquestioned by his loyal and loving subjects, Emperor Norton has become a symbol of a glorious period in the history of the West. Mad? Yes, but perhaps with a vision far greater than many of the more rational men with whom he fraternized and "ruled." Perhaps, there was no basis, then, for the wild "proclamation" demanding that a bridge be built across the Bay of San Francisco, but, strangely enough, this slightly demented individual issued such an order 70 years ago and followed later with specific plans for the undertaking.

"Emperor" Norton was a notable character in San Francisco from 1849 to 1880. Arriving in the most thriving port of the Pacific, shortly after gold had been discovered in California, Norton was quickly caught in the whirlpool of a money-mad West. Joshua A. Norton, as he was rightly known, was a native of England, of Jewish parentage, and had been reared on the wild, west coast of Africa.

He knew frontier life and he thrived on it. He had made a small fortune of some $40,000 in Africa. It could undoubtedly be doubled many times in a land where "gold could be picked up in buckets." Norton thought so and he set out to prove it.

Joshua was still young, but he was shrewd, and he knew where, in the rough frontier life, he could fit best. He established an office on Montgomery Street and soon developed a thriving business as a real estate agent and general broker. In a short time he owned considerable real estate. By 1853 he was said to be worth more than a quarter of a million dollars. His popularity was unquestioned and he was a power in the roaring city of San Francisco. It was at that time that his friends in admiration, first called him "Emperor," as a compliment to his ruling genius. It was a title that he never forgot.

Rice brought Norton's downfall. Not greedy, only a shrewd business man—perhaps intoxicated with the money-madness of the times—Norton gambled all he had on the rice market. Staples were scarce, the region was swarming with Chinese, and to control such a commodity meant power and fortune. After a time he had cornered most of the rice on the West Coast and it seemed now but a question of time before he would be one of the most powerful men in the country. Then, one day, through the Golden Gate, sailed two high-masted schooners loaded with rice.



The beloved mad Emperor was the man who first conceived the Bay Bridge . . . and ordered it built, to promote a royal romance with Queen Victoria. This extraordinary map was Emperor Norton's idea of how the bridge should be routed. Drawing courtesy of WESTWAYS.

In the wake of indebtedness that followed, Norton's mind "cracked." The man who might have ruled the markets of the West was now suddenly old, broken in fortune and spirit, a has-been who could rule no more.

For four years Norton was forgotten. There is no record of what he did or where he went. Then, suddenly, one day in 1857, he appeared on the streets of San Francisco dressed in an old blue suit of regimentals. Gold plated epaulettes decorated his shoulders, flower and leaf garnished his coat lapel. In his hand he carried a carved cane, fashioned as an entwined serpent. Many people must have laughed at this "funny old man" as he strode proudly through the busy streets of San Francisco. With real dignity he made his way to the old Bulletin office, where he demanded the attention of the editor. To become an Emperor one must, of course, first declare himself as such. This Norton I did and, in the Bulletin, for September 17, 1859, there was printed the Emperor's first "proclamation."

"At the peremptory request and desire of a large majority of the citizens of these United States, I, Joshua Norton, formerly of Algoa Bay, Cape of Good Hope, and now for the past nine years and ten months of San Francisco, California. declare and proclaim myself Emperor of these United States, and in virtue of the authority thereby in me vested, do hereby order and direct the representatives of the different States of the Union to assemble in Musical Hall, of this City, on the 1st day of February next, then and there to make such alterations in the existing laws of the Union as may ameliorate the evils under which this country is laboring, and thereby cause confidence to exist, both at home and abroad in our stability and integrity."

Norton I.
Emperor of the
United States.

San Francisco — untamed, laughing, with a heart as big as the West, accepted Norton I with all the unrestrained hilarity of which it was capable. The Emperor had been known and liked when he was rich, powerful and generous; now he would be loved and cared for, as an eccentric and pathetic figure, by the city which he had helped to build.

In the years that followed, Emperor Norton became a part of the life in old San Francisco. He appeared everywhere, dressed in his "state" uniform, now topped by an old beaver hat that had been sent by a loyal subject in Oregon, and to which he had added a rosette and bright feathers.

Along hurly-burly Market Street, he strode with royal dignity. At the ferry building and along the docks, he could be seen "inspecting" the movements of the boats—his imaginary navy, no doubt. Council meetings and civic affairs were gatherings which he often attended, always to be welcomed with the proper respect and dignity.

Well behaved, never causing trouble, and always kind and considerate, the Emperor was seldom refused admittance to public places. He traveled on trains, boats

and ferries by his name alone. The trolleys were his "carriages of state" and a ferry was undoubtedly "the royal barge."

Only once did he cross swords with his subjects on the matter of transportation. Desiring to visit Sacramento, where the legislature was in session, he was denied transportation by the Steam Navigation Company. Shocked by such high treason the Emperor immediately issued a proclamation ordering the commander of the revenue cutter to blocade the Sacramento River until the offending company could be brought to terms.

Upon hearing of the Emperor's plight, his subjects and friends at the legislature in Sacramento immediately took the matter before the State Supreme Court. This loyal body soon brought pressure to bear upon the officials of the treasonous company. Realizing the mistake that had been made, the Steam Navigation Company took great pains to see that such an indignity would never again occur. You may be sure that Norton I boarded the boat a few days later with great dignity, knowing that even the greatest of rulers must at times overlook the unfaithfulness of a few subjects.

EMPEROR NORTON I

Monarch by choice of the Golden West
Usurper by right of his own behest,
What though his reign was a world-wide jest—
This wise old Emperor Norton.
There never was a monarch so kindly as he,
So lordly in rags, democratic and free,
With never a battle on land or sea—
Our good old Emperor Norton.
His soldierly dress we can never forget,
With its tarnished and old fashioned epaulette,
A white plug hat with a side rosette—
One suit had Emperor Norton.
With a monster cane as a regal mace,
Entwined with the serpent that tempted the race,
This Monarch of mystery held his place—
Majestical Emperor Norton.
Exacting no bounty but moderate need,
While the light of his life was excellent creed,
For he never had done an ignoble deed—
This raggedy Emperor Norton.
There never was tribute more modestly laid,
By banker and merchant more willingly paid,
And never were titles more cheerfully made—
Than those by Emperor Norton.
All men are usurpers somewhat in their way,
But the high and the lowly acknowledged his sway,
And even the children would pause in their play—
With greetings for Emperor Norton.
No King ever ruled better people, I vow,
Those old San Franciscans were peers, anyhow,
For none but the noble would smilingly bow—
To a mock-regal Emperor Norton.

—Fred Emerson Brooks.

Sacramento was a favorite haunt of the Emperor and he was often seen in the halls of the capitol talking to senators and lawyers. Even the Governor knew and talked "matters of state" with His Majesty. Advice was freely given when asked for, and in most cases the Emperor's advice was logical and sound. He read a great deal and always kept well posted on events of the day.

The Civil War bothered the Emperor a great deal. It was unbelievable, he said, that his loyal subjects could rebel against the Empire. He declared by proclamation that "No State could secede from the Union."

Fake telegrams from Jefferson Davis and Abraham Lincoln were received by the Emperor many times during the years of the Civil War. There was always a group of facetious individuals quite ready to join in the Emperor's grand illusion. A telegram from Jefferson Davis in 1864 drew Norton I into the struggle between the North and the South.

Richmond, Va. — March 11 (2½ p.m.) 1864. To His Excellency Emperor Norton, San Francisco, California.

"It is with pain and regret that I learn you are holding communication with the arch-traitor, Abe Lincoln, the so-called President of the United States. Is this true? If so, I cannot longer count you among my friends. The South has long looked to you as their guiding star to finally settle the present war. Please answer at once. With high consideration."

Jefferson Davis,
President C.S.A.

His Majesty then directed Lincoln and Davis to come before him at once and state their cases. Soon a telegram came from Lincoln.

Washington, March 23 (4 p.m.) 1864—To Norton I.

"It is the wish of the President that you visit Sonoma tomorrow and stay in Petaluma until further advice."

Abraham Lincoln, President.
By Wm. H. Seward,
Sec'y. of State.

The Emperor left for Petaluma at once. There the telegrams came thick and fast and were promptly answered by the busy Emperor. His foray in Petaluma ended by the citizens of the community holding a "grand ball," at which all the pomp and ceremony due an Emperor was most generously displayed.

An affair which nearly brought far-reaching "international complications" was the proposed marriage of the Emperor and Queen Victoria of England. Although a bachelor at heart, His Majesty was willing to sacrifice his freedom for the great good that would come from the binding together of the two great nations through marriage. That he actually took it seriously, was shown by several proclamations on the subject.

It was in connection with the marriage with Queen Victoria that he first mentioned the building of a bridge across San Francisco Bay. In a royal proclamation of 1869, appearing in the Oakland Daily News, Norton I commanded the immediate construction of the Bay Bridge.

"Proclamation from His Highness, Norton I—Whereas, reliable information has reached us to the effect that our neighboring sovereign, the reigning Queen of the Friendly Islands, is desirous of annexing her dominions to the United States, and herself to our royal person, and whereas, it is our pleasure to acquiesce in all means of civilization and population, now therefore, we, Norton I, Dei Gratia, Emperor of the United States and Protector of Mexico, do order and direct, first, that Oakland, shall be the coast termination of the Central Pacific Railroad; secondly that a suspension bridge be constructed from the improvements lately ordered by our royal decree at Oakland Point, to Yerba Buena, from thence to the Mountain range of Sausalito and from thence to the Farallones, to be of sufficient strength and size for a railroad; and, thirdly, the Central Pacific Railroad Company be charged with the carrying out of this work, for purposes that will hereafter appear.

"Given under our hand this 18th day of August, A.D. 1869, and the 17th year of our reign, in our present Capitol, the City of Oakland."

Norton I.

Today a reality—for many years scoffed at by "sane" people — plans for the great bridge were described in detail by the Emperor. Amazingly enough they were in many ways similar to plans later worked out for the construction of the bridge that now extends from Oakland to San Francisco. How mad was this "wise old Emperor Norton?"

Many people have wondered how such a man could live for years, without an income, and with no visible means of support. Perhaps, only the San Francisco of the 1800's could have nurtured such a man. It took this reckless, gay, fun-loving city to harbor Emperor Norton.

The Emperor's room was provided by a lodge, of which he had been a member in his early years in the city. This large room, in one of the big old houses overlooking the Bay, was "the palace" where he held "state" each afternoon.

Much of his food came from the free lunch restaurants, then popular in San Francisco. One of the most amusing and endearing sights, according to the old-timers who knew His Majesty, was the Emperor taking a "royal meal" at a free lunch. At these scenes two of the Emperor's bosom pals were always to be seen. Almost as famous as Norton I, himself, were the two town dogs, known to the populace as Brumer and Lazarus, and constant companions of the Emperor.

The dogs were inseparable, and were to be seen stalking along behind the Emperor, on their road to or from the free lunch rendezvous. A story relates how His Majesty, walking down one of the main streets of the city one day, chanced to see a cartoon of himself and his two pals at a free lunch. A famous cartoonist of that day had drawn the caricature and had given it to a friend to place in his store window.

Eyeing the cartoon with scorn His Majesty crashed his cane through both glass and picture proclaiming that it was "an insult to the dignity of the Emperor."

In later years, when the royal attire looked a bit shabby, the city fathers saw that His Majesty was provided with a new uniform, at the expense of the city treasure.

—TURN PAGE—

It would have indeed been most unfitting for the city's most distinguished citizen to look unkempt as he paraded the streets on "tours of inspection."

When the Empire's funds were too low for safety and comfort, His Majesty would make the rounds collecting "taxes" due to royal treasure. The contributors consisted of many of the professional and business men of San Francisco. They all knew him well and usually welcomed his periodic visits. The Emperor had a faculty for arriving at just the proper time and, likewise, he left without causing embarrassment or annoyance to anyone. Taxes amounted to any sum from a few cents up, and never did the Emperor strain the good dispositions or the pocketbooks of his loyal subjects.

Quite often, too, Norton I would set forth with plans of raising money for the building of some great "national work," such as a playground, park or library. After a few remarks on conditions of the times, he would present his request for some huge sum of money. In case the particular citizen he was calling on did not have that much money on hand, the Emperor would willingly settle for twenty-five or fifty cents. For this amount, he would issue state bonds, payable at some distant date and bearing five per cent interest.

Once or twice the Emperor had an international scheme in mind. For the most part, however, he considered such undertakings useless. With the advent of the Mexican trouble, he adopted the additional title "Protector of Mexico." Later he dropped this title because, he claimed, "it is impossible to protect such an unsettled country."

As the years wore on, the Emperor became less of an oddity and more of an accepted part of the city's daily events. Everyone knew him and liked him. In his strange way he was always trying to do kind deeds and help people he considered less fortunate than himself. Little girls on their way to school were often presented with bouquets of roses. More than one small boy ate ice cream at the Emperor's expense.

Emperor Norton died in action. While on a "tour of inspection," in the vicinity of California Street and Grant Avenue, His Majesty suddenly fell to the sidewalk. When nearby citizens reached his side he was dead.

His loyal subjects rose to the occasion. Over 10,000 people attended his funeral and viewed his body in state. They were more than curiosity seekers; they had been his friends, and his "loyal subjects," and they mourned his passing.

That the Emperor was more to San Francisco than a "funny old man," to laugh at while he lived, has been shown many times in the half century that has passed. In 1935 a second funeral was held when the body of the Emperor was removed to a more fitting burial spot. Twenty thousand people took part at that occasion.

And there are grandmothers still living in San Francisco today—once little girls who received bouquets from the hands of Emperor Norton — who each year place wreaths of flowers on his grave. Such is the greatness of those who treat with kindness the subjects they have chosen to rule. ◆

BRASS-ALUMINUM OR STEEL
SPECIAL TRADE CHECKS

CHAS. KOSTER CIGAR STORE

YOUR NAME and ADDRESS IS ON ONE SIDE

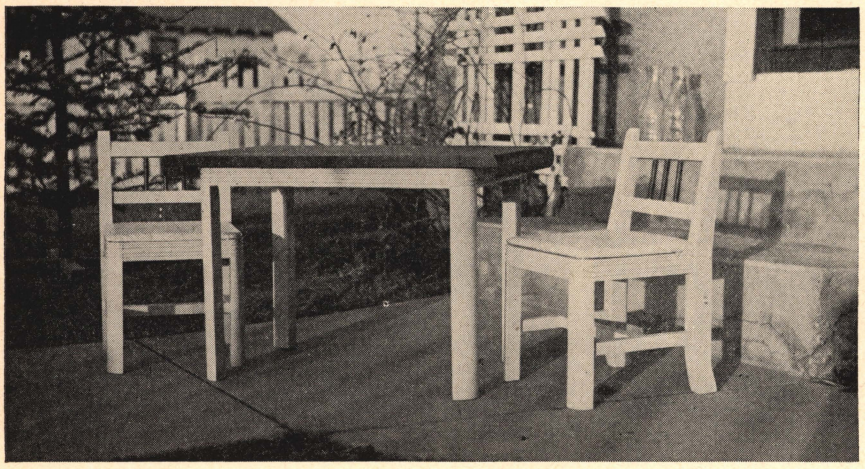
100	$ 3.50	200	$ 5.50	300	$ 7.50
400	9.00	500	10.00	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.
SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.
ROUND-SQUARE or OCTAGON - Lettered on 2 Sides

Printing
PRINTERS TO THE COIN MACHINE TRADE
●
We defy competition. Daily we meet and beat quotations from any and all printing plants in the west. Give us a chance to save you money on your next job.
●
HOLDSWORTH PRINT SHOP
128 S. Alma St. Los Angeles, Cal.
AN. 16077

Mercury
Makes More Money
1c or 5c play
Cigarette Reel Symbols
Open or Discreet Payout
The only safe counter game to operate, eliminates all controversy between operator and location as to amount of awards paid out.
Beautiful new baked enamel finish—choice of Blue—Green—or Brown.
Write for details and prices
GROETCHEN TOOL CO.
122 N. UNION ST. CHICAGO

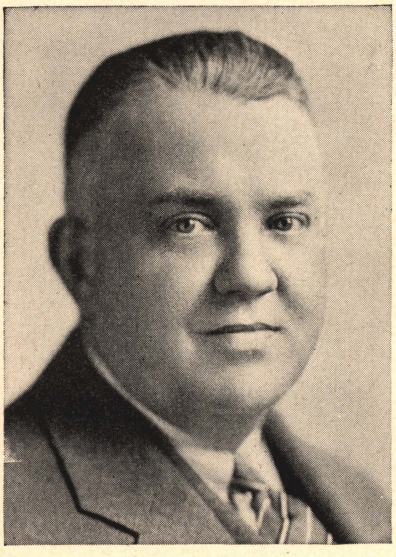
Pictorially Speaking



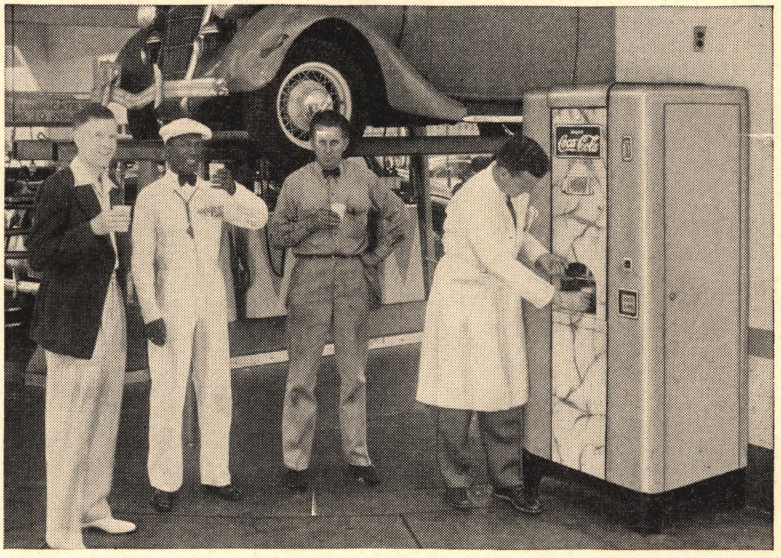
A child's table and chairs constructed completely from old marble machine cabinets by Operator V. L. Martin of Albuquerque, New Mexico. "The wood used in making these chairs and tables was from discarded machines and several manufacturers' games were represented," says Mr. Martin.

A. M. Keene, coin machine operator, newspaper editor, publisher, etc., spent a few days in Miami last month looking for scales. Everyone thought it was fish scales he wanted — not penny sidewalk weighing scales. This resulted in a fish story and a fish. Here is the photo Keene brought back to show the natives of Taft, California.

LEFT: Personnel of the Hub Automatic Sales Company of Boston, Wurlitzer distributors for New England. Front row: Steve Morrell, Max L. Goldberg, Mrs. Bernard Flaxman, Julian Greene, Ethel Rosenthal, Carter Kalustian, Edmund Nelligan. Back row: Leo Fox, Mrs. Leo Fox, Bernard Green, Mrs. Joseph Greene, Joseph Greene.



J. E. Cobb, Kentucky Springless Scale Company Wurlitzer distributor, has just completed his 33rd year in music business.



Paul Laymon, Los Angeles jobber and distributor, stops to have a cold one with the boys after installing a Bally Beverage Vendor in a super service station.

ANNOUNCEMENT!

● *A new Ray-o-lite, manufactured by the J. P. Seeburg Corporation, will soon be available. This new type Ray-o-lite will be distributed, leased and operated exclusively in the entire state of California by the*

Ray-O-Lite Distributing Co.

An attractive deal will be available for operators of responsibility.
Drop us a line if interested.

W. P. FALKENBERG

1107 N. Highland Ave. **Hollywood, Calif.**

Calif. Law Requires Compensation Insurance

SACRAMENTO, Calif. — Amendments passed here during the past meeting of the Legislature now make it mandatory for employers to carry compensation insurance on all employes, whether they be working full or part time. Failure to do so will be considered a misdemeanor and subject to a minimum fine of $300.

Added to the Labor Code is a section giving all claims for compensation preference over other debts of the employer, or his estate, as is given by the law to claims for wages. The preference is for the entire amount of the compensation to be paid.

Also included in the bill is the stipulation that all employers shall post in a conspicuous location at the place of employment a notice which "shall state the name of the current compensation insurance carrier handling his insurance." Failure to keep the notice posted will constitute a misdemeanor, it is stated.

These additions to the present compensation law in California will affect the persons employing men for the operation of coin machines, even though the employes are hired on a part-time basis. ◆

Operators Use Folders On Beverage Vendor

CHICAGO—Intensive campaigns to line up locations for the Bally Beverage Vendors are now being carried on by operators throughout the country, according to Herb Jones, advertising manager of the Bally Manufacturing Company.

Mailing pieces have been furnished to operators by the Bally Company, Jones states, and are acting as an impetus to the drive. There are several types of folders, which may be used to promote the Vendor in various locations.

"Operators, who have mailed the location folders, report that leads obtained in this way are rapidly being turned into profitable locations," Jones states. ◆

Kelly Says "Avalon" Is A Sure Hit

CHICAGO.—"From this time forward," says Leo J. Kelly, vice-president of the Exhibit Supply Company, "Avalon will, in the minds of the public, be synonymous with all that is best in amusement. In the minds of operators, Avalon will mean money in the bank, increased profit and prosperity.

"Exhibit's new marble game has everything that a machine needs to make it a hit," Kelly states. "It's so beautiful, it can't help but attract attention; it gives the player such new, interesting, thrilling and exciting action that he hates to stop playing; and with perfect adjustment control, it guarantees big net cash collections."

"These things," Kelly states, "are the three essential factors that big users of marble games tell me are necessary to build the world's most successful marble games. And, in keeping with these three rules, our engineers have produced Avalon, which I am sure every operator will agree gives them everything that they need in a game to satisfy the player and the location." ◆

New Ray-O-Lite Soon To Be Available

LOS ANGELES — W. P. Falkenberg, creator of the Ray-O-Lite and several other coin operated machines, announced this week that the new type Ray-O-Lite being manufactured by the J. P. Seeburg Corporation of Chicago would soon be available to operators in the west.

The new machine embodies a number of unusual and worthwhile features and will be distributed, leased and operated exclusively in California by the Ray-O-Lite Distributing Company.

Offices have been established at 1107 North Highland Avenue in Hollywood where operators may communicate with Mr. Falkenberg and learn further details as to the method of operation planned for California on the device. ◆

Cigarette Vendors Ass'n of E. Penn. & New Jersey

By Harry Bortnick

Little work has been done during the summer months with the special executive board and Norman Fuhrman, secretary and counsel, handling special matters.

The only problems which have arisen have concerned the new by-laws and certain definitions which have been placed therein.

While there has been little difficulty concerning the problem of receiving a minimum guarantee from all machines placed on locations, other sections are puzzling and have made it necessary to clarify the by-laws.

So far no trouble has been registered about the definition of the terms "open location" and "closed location" which was the most important addition to the by-laws. This clause was made clear to the operators at the final meeting before the summer adjournment so that there would be no trouble.

A strict "laissez faire" policy has been adopted by all operators toward the locations of fellow members. This has resulted in making the Association one of the strongest in the East, Norman Fuhrman stated. He expressed great satisfaction at the operation of the main sections of the by-laws and expressed the opinion that little revision would be done when the by-laws came up for final vote during the fall. ◆

• •

Family—"Aw, gee, Dad, let's buy a new car!"

Dad—"Wait till I've had a ride in the old one, will you?"

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES F-5075

You'll never regret investing in

BARREL OF ACES (F-5075)

The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want.

2295 holes and the top payout is $25.00

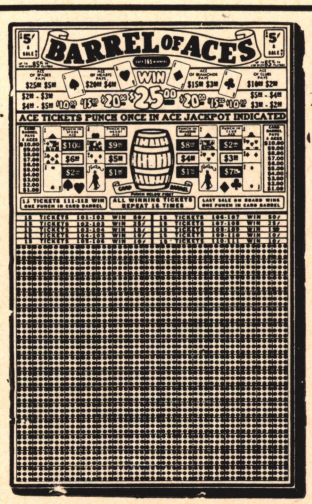
Takes in.....$114.75
Pays average..... 59.29

Average profit .....$ 55.46

Price $2.49 each

It's A Sure Winner — Order Today

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Avenue **Chicago, U.S.A.**



GROETCHEN

This article is the second in a series of inside articles concerning the great manufacturing plants of this industry. This series is prepared exclusively for THE REVIEW by paid industrial writers and each article is fully protected and the exclusive property of this publication.

●

Richard Groetchen is the Boss . . . but in spite of his responsibility, has remained "just one of the boys". The relationship existing between employer and employee is such that most of the 160 workers in the organization, will tell you, "it's a swell place to work."

Because Groetchen came up from the ranks himself, he has a keen and sympathetic understanding of the average workers' problems, making it easy for the men to "talk to the boss." Mr. Groetchen, in his quiet spoken and mild manner, is an excellent listener. Fairness and common sense are the keynotes governing labor relations in this plant. Rewards for good work or other distinctive service, in the form of pay increases or promotion to more responsible jobs are quickly passed along to deserving workers without delay. Advancements are made just as rapidly as they are warranted. Wages in the Groetchen plant are reported to be above the average.

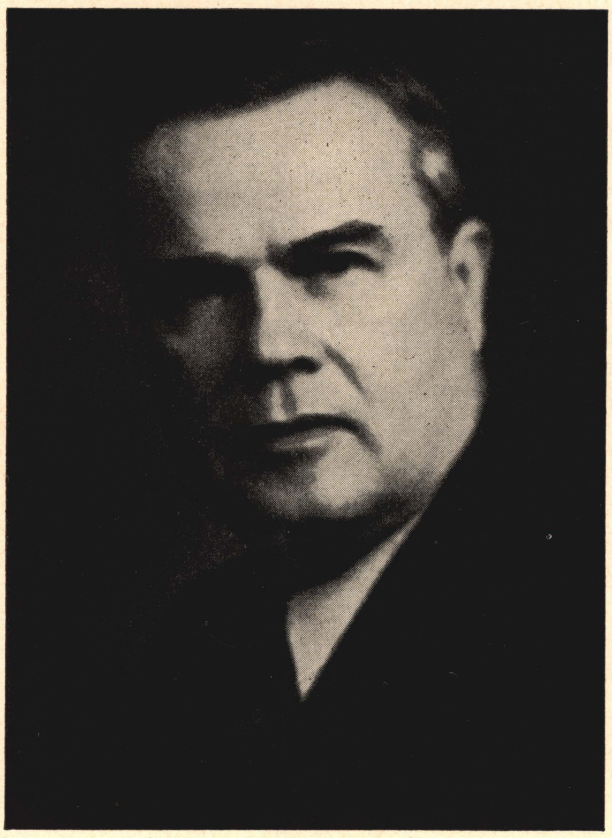
Piece work and other so called sweat shop practices are emphatically out of the picture in this organization. The old bromide, "not how many, but rather how well," insofar as production is concerned, still works to the advantage of the employer and the man himself, says Mr. Groetchen, who is vitally concerned with the welfare of all his employees. As further evidence of this, every precaution in the form of safety devices to protect workers in dangerous machining operations, is utilized. Educational material and instructions, promoting health and safety are generously provided.

Working conditions here are among the best, as ample facilities and time are provided to make good plant housekeeping easy and profitable to accomplish. There are 38,000 square feet of floor space, and every inch of it is "spick and span."

Mr. Groetchen's contributions to this industry are too widely known for repetition here. However, a few of his earlier experiences, prior to his entry into the tool and die business in 1919, are worthy of mention.

In 1915 we find Mr. Groetchen in complete charge of the enormous tool room for the Stewart Warner Speedometer Corporation. In this capacity he was personally responsible for the tools required to fill important Government War orders. Later, after the war was over, we find him in a similar capacity (tool engineer to you) with the Bell and Howell Company. Here, he made noteworthy contributions in the development of sound cameras for the movie industry.

In September, 1919, the Groetchen Tool and Die Company came into being, as a job shop, making special tools, dies and fixtures, used by other manufacturers in connection with high-speed, precision production. The ingenuity and skill displayed in the design of these tools quickly earned an enviable reputation for the Groetchen organization, and clients from all parts of the country virtually demanded their services. Those thus served represent some of the largest and best known industries in America, and include, to mention only a few, Ford, General Motors, Chrysler, Westinghouse, General Electric, International Harvester, Victor Talking Machine Company, the Hoover Company, Addressograph Company, Brown and Sharpe Tool Company, and others.



Richard Groetchen

Certain technique, known only to the Groetchen Company, has earned for them the reputation as specialists in the designing and building of "lapping" tools, requiring such extreme accuracy (within thousandths of an inch) that comprehension by the average person is practically impossible.

Even today, although the Groetchen Tool Company no longer makes tools for outside manufacturers, being busy with their own requirements, Mr. Groetchen is the consulting engineer for the Johns-Manville Corporation, on tool design for the production of acoustic tile, and also for The Detroit Steel Products Company, as an authority on metal perforating equipment.

The Groetchen Tool Company got into the coin machine manufacturing business quite by accident. A friend asked them to make a supply of machines for a third party . . . they did . . . something happened to the said third party, and Groetchen, with about 500 machines on hand, found himself in the coin machine business. He has been in it ever since, and specializes in the smaller counter type machine.

You have perhaps often wondered just how new machines are developed and marketed. It's a perfectly logical question and the answer very interesting, so here is how it works with Groetchen:

New machines are not gotten out hurriedly — to meet competition, but rather only after careful research and planning. Production equipment, in the form of tools, dies, etc., is very costly, so nothing new is turned out until everyone concerned is satisfied that the new item is "right" from every viewpoint.

Among the usual effects in the Groetchen office is a little steel box, known as the idea file. It contains plans and general specifications for about fifteen or twenty machines ahead of present production, and out of this box come most of the new items.

After it has been decided to bring out a new machine, a general conference of Groetchen's key executives is held, and the various ideas on file are discussed at length. The decision as to which machine will be produced, depends on many factors, such as size, price, market, etc., but always, the customer's viewpoint, its sale and operation enter heavily in the final selection. The new machine must also have features that will put it in a class by itself.

Having determined the type of machine, the engineering and production problems are considered, and here the ideas are put on the drafting board where plans are worked out. Several models are made and tested and then another meeting and discussion by the executive staff.

By this time, a careful market survey has been completed and sales possibilities determined with unfailing accuracy. The external appearance of the machine is now considered, and we are almost ready to get into production, except for the type of tooling that is to be used in this particular case. This point may seem unimportant to most people, but a "boner" at this stage of the game may mean the difference between making a profit or losing plenty. At that, Groetchen probably invests more money in "tooling up" than anyone in the industry. But the precision and care with which these machines are built is reflected in the satisfactory, carefree service they give, making the extra trouble and expense very much worth while.

Our machine is now put into "work," and a limited number are made. These are sent to preferred customers for further testing. Finally, after all the "bugs are ironed out," production and distribution start in earnest; the final result of careful planning and development work.

One of the more recent developments of

(See GROETCHEN, page 17)

Heart of America

by B. K. ANDERSON

KANSAS CITY, Mo. — Vacation time, for Missouri Valley operators, is definitely here. In fact it is getting difficult to tell just which operator is on vacation and which has gone off to the Ozarks, or some other hotel resort region, on a combined business and pleasure trip.

Now take the case of Johnnie Johns, for instance. Johnnie operates a lot of cigarette vendors in the resort regions. There are a couple of pretty fair lakes in these districts, and they hold some pretty good fish. If an operator like Johnnie — strictly business bent—couldn't find any suitable new locations, he might, by chance, throw out a plug at a nearby lake or rest his eyes in the shade. That would be strictly business.

Yellowstone National Park proved to be too much of a lure for Manager Carl Hoelzel of United Amusement Company. Late in July he packed up and headed for the park. From reports received by United's employes, Carl may stay in the peaceful boundaries of Yellowstone for some time.

The big news at United this month concerns Mary Pat Jobosky. Ed Jobosky, head of United's shop department, announced late in July that Miss Mary Pat—all eight pounds of her—and mother were doing well.

From all appearances the Central Distributing Company is doing a good midsummer business in music. Mason and Crummett, heads of the concern, and pioneers in the field in the Missouri Valley, aren't saying much about it but their place of business is always the scene of a great deal of activity. There are always crated boxes piled high on the sidewalks, and inside there isn't room for the machines being dressed-up for locations.

And there is still no talk of vacations around Central so it would seem that this operating-distributing firm is prepared to battle it out through the summer provided the music box traffic continues to be bullish.

The music boom isn't confined to Central. In almost every coin machine headquarters one sees signs of increased activity in the music business. Piles of bright aluminum stands give mute testimony that the counter-size phonographs aren't just a fad but are growing into a very important unit in the music field.

John Corse, Wellington, Missouri operator, visited Kansas City recently and reported that business down his way was good for the hot weather months. His words confirm that rural business is really on the "up."

At Hamilton Enterprises their new attractive Mickey Mouse and His Pals Vendor continues to stream, in increased numbers, off this firm's assembly line. According to "Doc" Hamilton, these vendors are now in every state in the country and July sales are double those of any previous month since the new machine was placed on the market. ◆

Daughter Born to L. A. Operator

LOS ANGELES—Joelin is the name of a baby girl born to Mr. and Mrs. Joseph Noto at the Bellevue hospital in Los Angeles July 21st. Noto has been operating in the city for more than ten years and is associated with the Los Angeles Amusement Games Company.

"She's as beautiful as a picture," says Joe in commenting on the new arrival. ◆

$5.95 REGULAR

Vends Charms, Everything Holds Full 5 Lbs.

THE LUCKY BOYS

LUCKY BOYS, Honestly Built, Honestly Sold, Either Size Your Money's Worth. Order Your Samples Today. You Be the Judge. Satisfaction or Your Money Back. ¼ Dep., Bal. C.O.D. Manufactured by

KY. GUM CO.

3406 Garland Ave. Louisville, Ky.

$3.95

ROYAL Vends All Nuts, Small Candies. Holds 2 Lbs. For Bar or Booth

TRADE WITH VIKING WITH CONFIDENCE

This $30,000.00 Up-to-Date BUILDING with more than 10,000 Square Feet of Floor Space is devoted exclusively to VENDING MACHINES and OPERATORS' SUPPLIES

Our $50,000.00 Stock of VENDING MACHINES and SUPPLIES enables us to give prompt and efficient service to OPERATORS and JOBBERS

VIKING SPECIALTY COMPANY

EINAR WILSLEV, Owner
References: Dun-Bradstreet
Established 1929

530 GOLDEN GATE AVE.
SAN FRANCISCO, CALIF.

VENDORS . .

$30 Year Average Cig. Bill for Family

PHILADELPHIA—The Curtis Publishing Company's commercial research division released the information this month that the average urban family spends a little less than $40 a year on tobacco products and $30 of this is spent for cigarettes. Figures were based on an analysis of the Consumer Purchase Survey made by the government.

In New York City 678 of each 1,000 families are cigarette consumers; in Chicago the figure is 607, and in six other large cities the average is 555, in 14 middle sized cities it is 495, and in 29 smaller cities it is 455. The average purchase is reported as approximately a pack a day for those above the medium income, and between four and five packs a week in the lower income groups.

Curtis deducts that the tobacco products expenditure is almost equal to that for all toilet preparations and other personal care, is twice that for reading material, and more than half that for amusements and recreations. ◆

Soft Drink Industry Growth Remarkable

NEW YORK — A report, released this week by the Chain Store Research Bureau, brings to light some startling and unusual facts concerning the immensity of the soft drink industry in the United States.

The report discloses that the soft drink volume has grown from $700,000,000 annually in the pre-war period to $2,000,000,000 today, with cola drinks accounting for $400,000,000, a lion's share of the total. ◆

Vending Machine Fraud Case Ends With Willard Main Fined $11,000

HOUSTON, Tex. (RC)—Assertedly the longest and most publicized trial ever held in the Federal Court of Houston, the case against Willard F. Main, head of a vending machine company in Cedar Rapids, Iowa, was brought to a close here in July.

Main was convicted, by a jury, of conspiracy to defraud the public and of using the mails to defraud through the sale of coin operated vending machines. Five of Main's employees were also convicted of conspiracy and one was held guilty of using the mails to defraud.

Federal Judge James V. Allred gave Main a two year suspended sentence and fined him $11,000. The other six convicted were given suspended sentences.

Known as the "120 per cent profit case," the trial was one of the most sensational ever held in Houston. According to testimony, the buyers had been promised such a percentage of profit or their money would be refunded. No money was ever refunded and few buyers ever made operating expenses, according to the evidence submitted.

Promotion of sales apparently started in 1929 and continued into 1937. An advertisement was inserted in the leading daily paper of the town chosen for operations. It would read, "Man wanted to work for $50 a week." The prospect of a job was the bait. If applicant for the "job" had no money, the interviewer would dismiss him. When an applicant had a reasonable amount of cash, an effort was made to sell him fifty or more vending machines, exclusive territory and 120 per cent profit guarantee with a promise that he could buy as many machines on credit as he bought for cash, and that his investment was guaranteed by a $10,000 bond.

Five companies were named in the indictment but it was proven in the trial that all were under one head, one office force and used one income tax report. It was asserted that salesmen were warned not to change letterheads when writing to customers.

It was admitted that the company did change letters of recommendation and that free machines were given for the trouble and expense of writing the letter. Government witnesses testified that addresses were omitted from such letters because the writer might have had a "change of mind" after writing the recommendation.

The operations of the group were extensive and covered many states. One advertisement in a Florida paper read: "Million dollar company wants man to manage their own business," and closed with the words, "Income of $100 or more to start." None of the witnesses who claimed to have been defrauded were experienced operators, nor were there any advertisements introduced that had appeared in any coin machine trade paper. However, many advertisements were produced which had been run in large daily papers and had been answered by those persons who knew nothing about the operation of vending machines.

Scores of witnesses testified that they had not made anywhere near the guaranteed amount, that their money had not been refunded, their territory had not been protected, that they could not buy any machines on credit, and that there had been other breaches in the contract they had signed.

Main contended that he did not know his salesmen, and that promoters and

(See FRAUD CASE, page 34)

BEST SELLER!

Publishers count the copies of each book they sell to find out which ones are "Best Sellers" . . . Record manufacturers count the number of recordings sold to determine each month's "Best Sellers" . . .

Vending machine Operators have a habit of checking each type of machine they have, and time and again they tell us that MASTERS catch the public's eye most often . . . sell more merchandise . . . and dollar for dollar bring the largest return on their investment of any vending machine. Get in the "Best Seller" class . . . use the machines that bring in the most pennies right along. BUY MASTERS.

For further details and prices ask

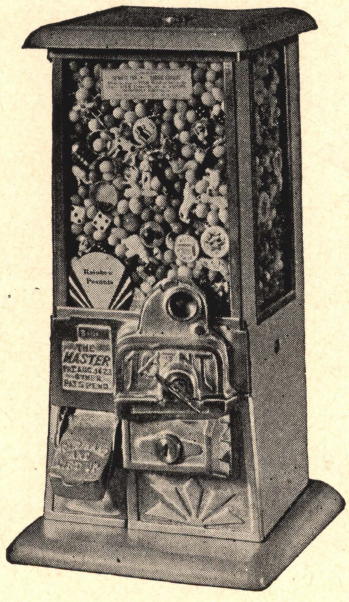
M. BRODIE CO.

2182 Pacific Ave., Long Beach, Calif.

Or Write Direct To

The Norris Mfg. Co.

553 Wager St., Columbus, Ohio



Master Novelty
PENNY PLAY

MAILING LISTS

Newly compiled lists of OPERATORS. Worth many times more than we ask.

1,500	Texas Operators	$10.00
298	California Operators	2.00
154	Tennessee Operators	1.00
92	Louisiana Operators	1.00
108	Oklahoma Operators	1.00
112	Florida Operators	1.00
185	Mississippi Operators	1.25
102	Georgia Operators	1.00
171	Arkansas Operators	1.25
273	Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana	1.75
292	Operators in Virginia, West Va., N. Car., S. Car., Alabama, Washington, D. C.	2.00
130	Kentucky Operators	1.00
200	Missouri Operators	2.00

The above States total 3,617 names. This entire list may be had for $17.50. Send remittance with your orders. Lists mailed within 48 hours after orders received. Also Eastern lists may be had.

SUPREME PRODUCTS CO.

333 N. Michigan Ave. Chicago, Ill.

OPERATORS EVERYWHERE

say it's a pleasure to operate National Cigarette and Candy Machines, because they are mechanically dependable.

• • •

Put National equipment in your top spots and your worries are over. They are built for a long life by a substantial company.

National Candy & Cigarette Machines

✚

E. C. McNEIL

Direct Factory Representative

California • Oregon • Washington
Nevada • Arizona

Pacific Coast Office

713 S. Westmoreland • FEderal 4055 • Los Angeles

In New York

•

with

IRVING SHERMAN

The Columbia Broadcasting System in New York needed a pin ball machine for use in an Ellery-Queen Mystery story, which is the rage at the moment. Brought to studio one, the machine was used and then forgotten by company officials. But not so by the actors and employees of Columbia. Executives couldn't figure out why everybody wanted to work in studio one. According to last report, the game was still the main center of attraction at the station.

A good man hasn't a chance. Marty Berger, of the Rowe Company, finding himself pressed for time, tendered his resignation as president of the CMA recently. But the boys wouldn't let him go and insisted that Berger remain. Now Martin is threatening to sue for his constitutional rights—or whatever you do when a fellow wants to quit and can't.

Where is George B. Currier hiding these days? His haunts at 341 Madison Avenue were combed but George was not to be found. Currier probably has few equals in the industry. Clean as a whistle and sure in his dealings, his term as president of the CMA was one of the most progressive in the history of marble machine associations.

"Red" Johnson, phonograph operator who uses a plane to go places, might hop off on an ocean flight one of these days. Johnson does a lot of flying and he doesn't see why there shouldn't be a lot of good locations on the Irish coast.

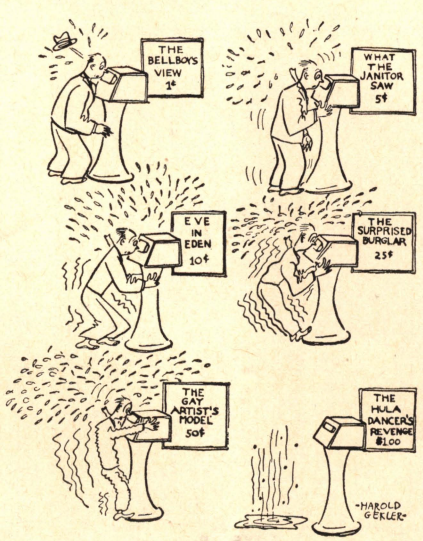
Matty Forbes, managing director of the CMA, finds a lot to do these days. Operators are continually branching out, which means more locations for Matty to check and more disputes to iron out. But Matty is doing a good job and the boys really think a lot of him.

Motor scooters are becoming more and more popular in New York. They may be rented for 75 cents an hour and some of the scooters have compartments attached for an additional rider or baggage. Coin machine operators should be able to take advantage of this trend and use scooters in the more congested areas.

The new Bally Beverage Vendors are making a hit in this area. Operators are finding that establishments which formerly used only bottled beverages are very anxious to have a machine installed.

Joe Fishman, of the Amalgamated Vending Machine Association, keeps a close watch on marble game developments. Joe has quite a job on his hands. He has to keep an organization made up of over one hundred marble game operators running smoothly.

Babe Kaufman is really making herself known in the coin machine industry in this section. In New York she gets locations where other people only get hard looks. Now she is branching out into New Jersey, which is anything but an easy territory.


THE BELLBOY'S VIEW 1¢
WHAT THE JANITOR SAW 5¢
EVE IN EDEN 10¢
THE SURPRISED BURGLAR 25¢
THE GAY ARTIST'S MODEL 50¢
THE HULA DANCER'S REVENGE $1.00
-HAROLD GERLER-

The broadcasting of phonograph records from radio stations in New York is now in a doubtful stage. Following a recent Supreme Court decision, WNEW, in New York City, decided to withdraw its Victor records for a time, in order to play safe. Other stations are taking no action until their legal departments advise them to do so. It is the belief of local operators that the outcome will be in favor of automatic phonographs and they are planning on increased demands from locations. ◆

Philadelphia

By Harry Bortnick

Steve Bonotosos, popular Greek operator, announces the arrival of a baby girl named Mary. Steve has purchased a new car and intends to install a cradle therein.

Bill Gross, local distributor, has set October 15th as his wedding date and is preparing for the event by buying a new home.

Mike Scherdorf, brother of the late Harry, is now operating a route of coin machines.

Ben Fireman has a new truck.

Henry Margolis has sold his coin machine route.

New members of the local Association are: A. Dubow, Harry Lewis, Samuel Litt, M. Muchnick and David Rosen.

The South Jersey Amusement Association is again active. A Supreme Court decision has settled the legality of coin machines in New Jersey and a membership drive is now being conducted in the hope of enlisting every operator in the southern territory. New officers are Jule Obus, president; Joe Medvene, vice-president; Ted Marks, secretary-treasurer.

Joe Gillespie has sold his machines to Artie Pockrass.

Dorothy Kaplan, secretary to Larry Yanks, was married to Allan Bell, businessman, on August 6th.

Jack Blumenthal has been promoted to the New York office of Decca Records after being stationed in Philadelphia for several months.

"Tippy" Klein will handle the distribution of the Mills phonograph locally and has opened offices at 815 Ritner Street.

The Economy Production Company has placed a new product called the Phono-Mike on the market. The item is a microphone in which a person can sing or talk and the voice will be blended through the phonograph with the musical background coming from the regular record. ◆

Attention . . . . **VENDING MACHINE OPERATORS**
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
PEANUT-SHAPED CHEWING GUM
Will vend in any peanut vending machine
A fast seller—people buy it because they like it
U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN

Groetchen

(*Continued from page 13*)

the Groetchen plant is the perfection of a method to guard against the use of slugs. Machines equipped with this service pay from the top of the stack, so to speak, so that any person using slugs, if he should hit a winner, will be paid back his own slugs.

The Groetchen organization employs 160 happy, satisfied workers, mostly highly skilled mechanics. Associated with Mr. Groetchen is Karl Klein, as General Manager. Among other things Mr. Klein personally plans and directs production, is responsible for the development of new machines, takes care of administrative problems, and directs the advertising and promotional activities of the company. With all this, Mr. Klein finds time to travel extensively, keeping alive his many contacts and acquaintances with operators throughout the country.

Mr. William G. Peters is the Chief Engineer of the firm, and Mr. Groetchen feels that Mr. Peters is one of the greatest engineers in the industry, who has contributed freely and greatly in the solution of many a difficult production problem.

The General Sales Manager, Mr. J. O. Bates, is also widely known in the industry, and is a heavy contributor to the welfare of the organization through his excellent sales record.

One of the main reasons for the smooth working of this organization, is the fact that Mr. Groetchen is able to delegate important work to members of his staff with the assurance that it will be done "right" and on time. This gives him an opportunity to get out in the shop and work side by side with his employees, in the development of new ideas, and also gives him a chance to travel in every part of the U. S. A. as well as abroad, learning from actual contact with the trade just what they are thinking and talking about, and what can be done to improve their business. While thus engaged, he often indulges in one of his fondest hobbies . . . a universal weakness of man. Yes, sir, Richard Groetchen may be the Boss, but he is still "one of the boys" who, like the rest of us, loves to fish . . . and does. ◆

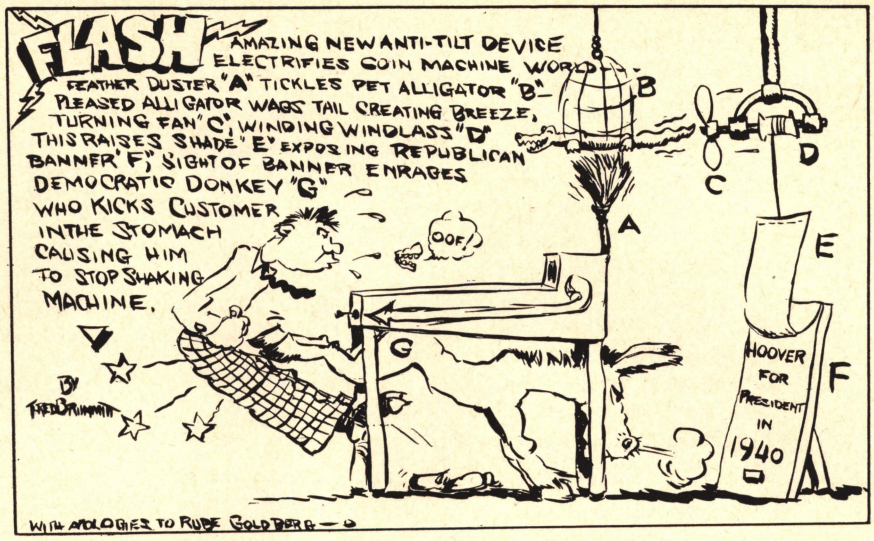
Max Kraut In L. A. for Uneeda Pak

LOS ANGELES—Distribution of Uneeda Pak products in the Western States is now under the supervision of Max Kraut, new sales manager of this division. Following a reorganization of the district office in Los Angeles, the local distributing company will be known as Uneeda Pak Western Sales, Inc.

Service to local operators will go forward under the personal direction of Kraut, who has been connected with Uneeda Pak for some time. At one time he was the general manager of the Uneeda Pak plant.

Kraut knows the operating business well, having maintained a large route of his own machines throughout the Greater New York area. He has been in personal touch with cigarette and candy merchandising for several years and is highly enthused over the new Uneeda Pak models now being offered to operators of the Western states.

Will R. Golden, who was formerly in charge of the distribution of Uneeda Pak machines on the west coast, is now with the company in Cleveland. ◆


FLASH
AMAZING NEW ANTI-TILT DEVICE ELECTRIFIES COIN MACHINE WORLD
FEATHER DUSTER "A" TICKLES PET ALLIGATOR "B"
PLEASED ALLIGATOR WAGS TAIL CREATING BREEZE, TURNING FAN "C", WINDING WINDLASS "D"
THIS RAISES SHADE "E" EXPOSING REPUBLICAN BANNER "F", SIGHT OF BANNER ENRAGES DEMOCRATIC DONKEY "G"
WHO KICKS CUSTOMER IN THE STOMACH CAUSING HIM TO STOP SHAKING MACHINE.
OOF!
HOOVER FOR PRESIDENT IN 1940
BY FRED BRUMMITT
WITH APOLOGIES TO RUBE GOLDBERG

Long Beach

"Quit worrying about any embargos or excessive import duties on merchandise from Japan," says M. Brodie, of the M. Brodie Company. Brodie feels confident he will be able to supply toy operators with charms for an indefinite period and that there is no cause for alarm on the part of the operator.

Fred Brummitt, the thousand-machine operator of Master toy machines, is spending his spare time painting and redecorating a home he recently purchased in Huntington Park. Brummitt has a route extending from Los Angeles to San Diego, through Imperial Valley and over to Phoenix. Just as if that weren't enough, he finds a little spare time each month to dash off a cartoon for THE REVIEW.

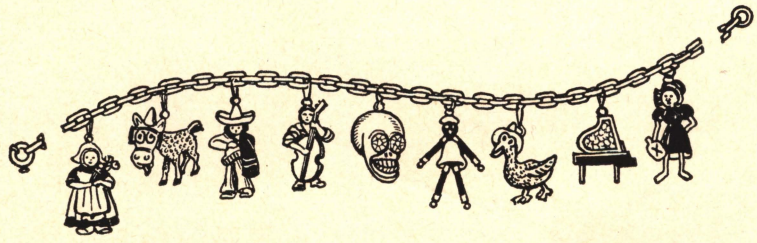
Extensive changes are being made in the Brodie All-Electric Cigarette machine as the result of a thorough check given the machine by consulting engineers during the past month. This has delayed production but the machine is now completed and will be available to operators shortly. ◆

Rock-Ola Phonos. O. K. by Navy

SAN DIEGO—When the "Fleet's In" business booms in San Diego, there are plenty of nickels flooding the Rock-Ola phonographs of Gus Fox, Rock-Ola distributor for San Diego and San Diego county.

A survey was made recently when sixteen U. S. cruisers were in the harbor and the boys were on shore leave. For an entire week various phono. locations were visited and a check-up made on the popularity of the location and the popularity of the phonograph. The surprising results showed that the Rock-Ola luxury lightup phonographs were high above all others in popular favor.

Naturally Fox has capitalized on this popularity and states that business is better than it has ever been. He is enthusiastic also over the new counter model because he sees a very definite market for it. Already he is taking orders for them and expects to do a nice business on these alone before the end of the year. ◆



2 NEW CHARM ASSORTMENTS

THE TEXAS SPECIAL

175 Pieces, including Charm Bracelet, Jewelry Charms, Large Dice, Large and Small Celluloid Charms, 60 Varieties. NO LEAD OR METAL TOYS. Price, delivered,

$1.00

THE REVELATION

144 Pieces, including Charm Bracelet, Jewelry Charms, Large Dice, Large and Small Celluloid Charms, 50 Varieties. NO LEAD, NO METAL TOYS. Price, delivered,

85¢

M. BRODIE COMPANY

Long Beach, Cal. Dallas, Texas St. Louis, Mo. Minneapolis, Minn.

FREE . . . Write for New Style Window Sticker and Catalog . . . FREE

EDITORIAL

●

● What wouldn't the operator give to nip in the bud undesirable publicity concerning his business long before it sees the light of day? Plenty we are willing to wager. Then why do operators openly paint wrong pictures for the general public in their everyday behavior and the way they conduct their places of business or operating headquarters?

Recently we took a trip through seven of the western states and, in most instances, found operators doing the unjustifiable things away from home as we have here at home.

Let me cite an example. On a recent Saturday I was invited to call on a certain coin machine man. Arriving at the establishment I found the chap, together with a half dozen unshaven, slovenly dressed operators, gathered around a couple of empty crates drinking whiskey. A big display window at the front of the store permitted every passerby to look in and the big sign "Coin Operated Machines" on the window helped every passerby form an adverse picture concerning the whole industry.

Two large markets and a huge Catholic church bring hundreds of people past this establishment daily and probably not one of those present at the drinking session ever exercised enough gray matter to fully realize the tremendous harm he was doing to himself and a great industry through his window drinking activities.

Countless dozens of operating and jobbing establishments are unkempt and give the impression of cheap loafing joints for racketeers. If you can't sweep, dust and keep your place neat and tidy for heaven's sake paint the windows up to six or seven feet so a critical public can't look in and gather improper impressions.

Same holds true of your person. Shave daily, dress immaculately, use neat and clean uniforms if necessary and act like the business man you would like the public to believe you are. They'll soon catch on and your business existence will be much easier. ◆

● September 15th we'll lay aside our paper and typewriters and hang up the shutters once more for the annual 10 day vacation for your magazine's staff.

This year we'll fly down to Mexico City and look the field over and try to bring back a true and accurate picture of operating in the land of "manana".

Various operators have brought back unfavorable reports during the past few years only to have turned around immediately and gone back with a flock of machines. We'll try to uncover the "why" of such antics and give you the dope straight from the shoulder when we return. ◆

● "Business has gone to the dogs. You can't make money in the coin machine business any more. There isn't any use trying." Such is the chant of many operators who find that the work of maintaining good, profitable routes is a little harder than it used to be.

There are many operators, however, who have placed operating coin machines on a business basis. They know there is money to be made and, if the right principles are used, they will get their share. In the end, almost without exception, they prove their theory is right. Mason L. Colbert, a live-wire Nebraska operator, is one of those "theorists" who is right.

In a past issue of *Spinning Wheels*, Colbert related 12 points for successful operation. The story of this midwestern operator, who has tried every type of coin machine, is an interesting one. He says, "I have been engaged in the coin machine business for many years, although at first only as a side line. When I realized that the business was one of the most remunerative I began devoting all my time to it and have been fairly successful. I operate almost every type of coin machine today.

"Coin operation to me has all the thrills of a hunting or fishing trip. Each day is a new catch. You never know just exactly what you are going to do, but if a good hunter uses a good gun, or a fisherman uses good tackle and seeks a good stream he is bound to bring home game."

Here are 12 rules that have helped to make Mason L. Colbert a successful operator:

1. **Never cut the percentage, or try to shut out competitors by this method.**
2. **Use the best equipment available.**
3. **Maintain a shop and give service as quickly as possible, no matter what the distance. Have a girl at the telephone at all times.**
4. **Find time to visit your locations. Get acquainted with the man and his family, become interested in their problems. Become one of the family if possible. Any favor you do them will be amply repaid.**
5. **Study your territory and use the equipment that is best suited to your locality.**
6. **Do not sell machines to locations as they will spoil your territory for obvious reasons.**
7. **A cabinet will save you money. The hazard of burglary, hi-jacking, and dishonest locations is greatly lessened.**
8. **See that location has plenty of change. Supply him with as much as he may need in busy times.**
9. **Try and teach your location how to operate. Teach him to watch out for slugs, glass breakers, etc.**
10. **No matter what type of machine operated, teach your location that the quickest way to spoil his play is to operate to children or young people who have no means of support except from parents.**
11. **Do not keep one type of machine on location when it has outlived its usefulness. Change it, and by so doing you will keep the good will of the location. If a certain type of game becomes so obsolete that it becomes a coat rack, junk it at once.**
12. **Use a business system. Know which machines make money and why.** ◆

+ IMPORTANT NOTICE TO ALL EMPLOYERS +

NEW LAW DEMANDS THAT YOUR EMPLOYEES—full or part time — BE COVERED WITH WORKMEN'S COMPENSATION INSURANCE. Failure to do so is a misdemeanor and liable to a mandatory fine of $300.00.
INVESTIGATE TODAY BEFORE IT IS TOO LATE. Send for FREE COPY of the Law and possible savings through our plan.

Inc. 1929

Zeigler Insurance Agency, Inc.

417 South Hill St. Michigan 0961 Los Angeles, Calif.

INSIDE!

INSIDE

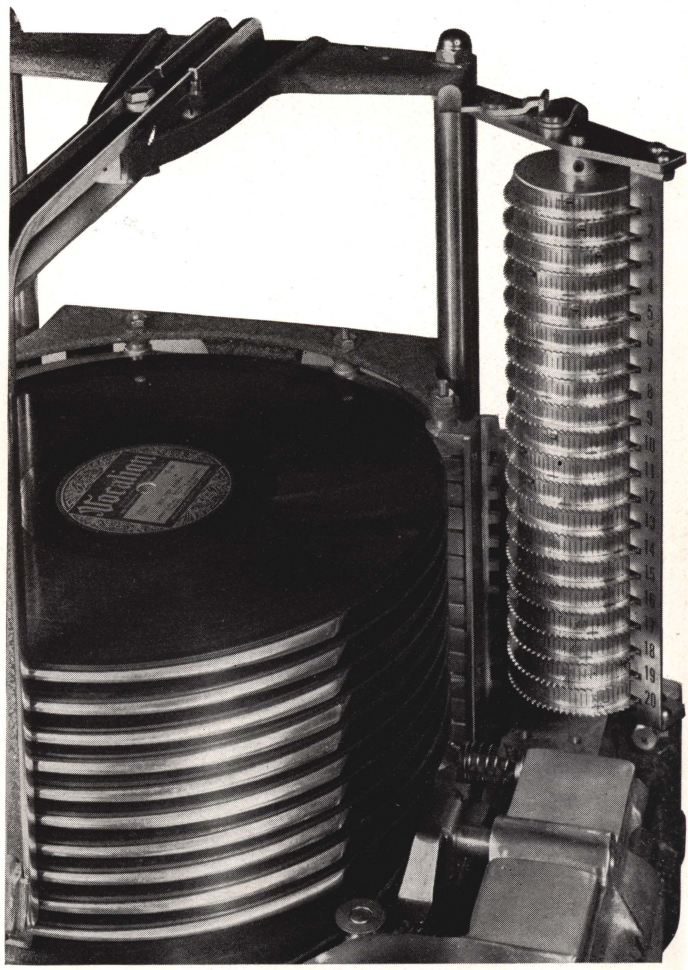
The Throne of Music

There is a good reason why the largest majority of the nation's music operators are clamoring for Mills Throne of Music Phonograph.

There is a very good reason, too, why the Throne of Music is the choice of the very best spots in the land, and why it excels in beauty of appearance, in tone, in all around musical performance and especially in EARNING POWER.

The Mills Throne of Music is a COMPLETE PHONOGRAPH, designed to do a complete phonograph's job. The entire machine is simpler, stronger, and more accurate than anything else on the market; and being an ALL-NEW phonograph, *with nothing carried over from bygone years,* it wins first place in every comparison just because it has every feature wanted by operator, player and location for today's operating.

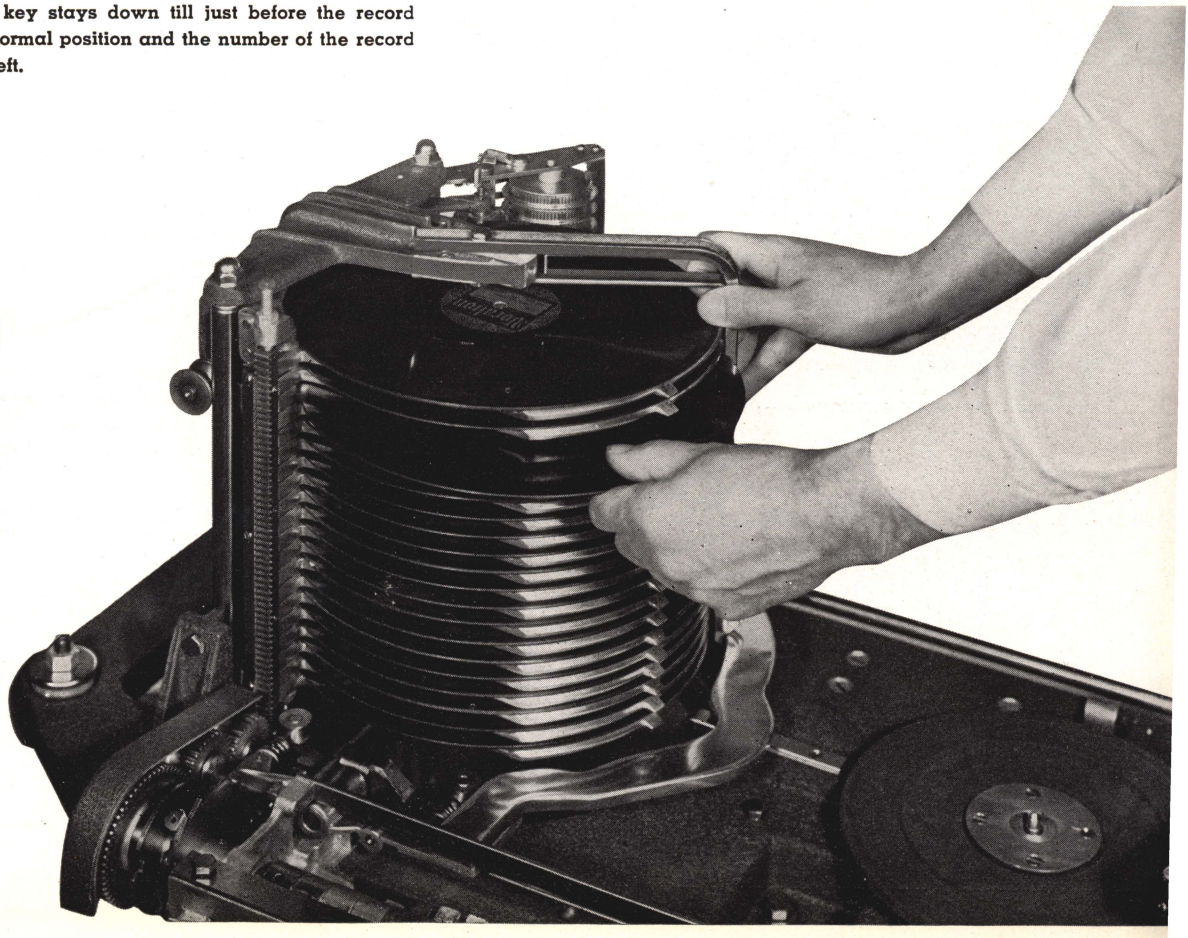
Let's lift the hood and look at this thrilling machine!

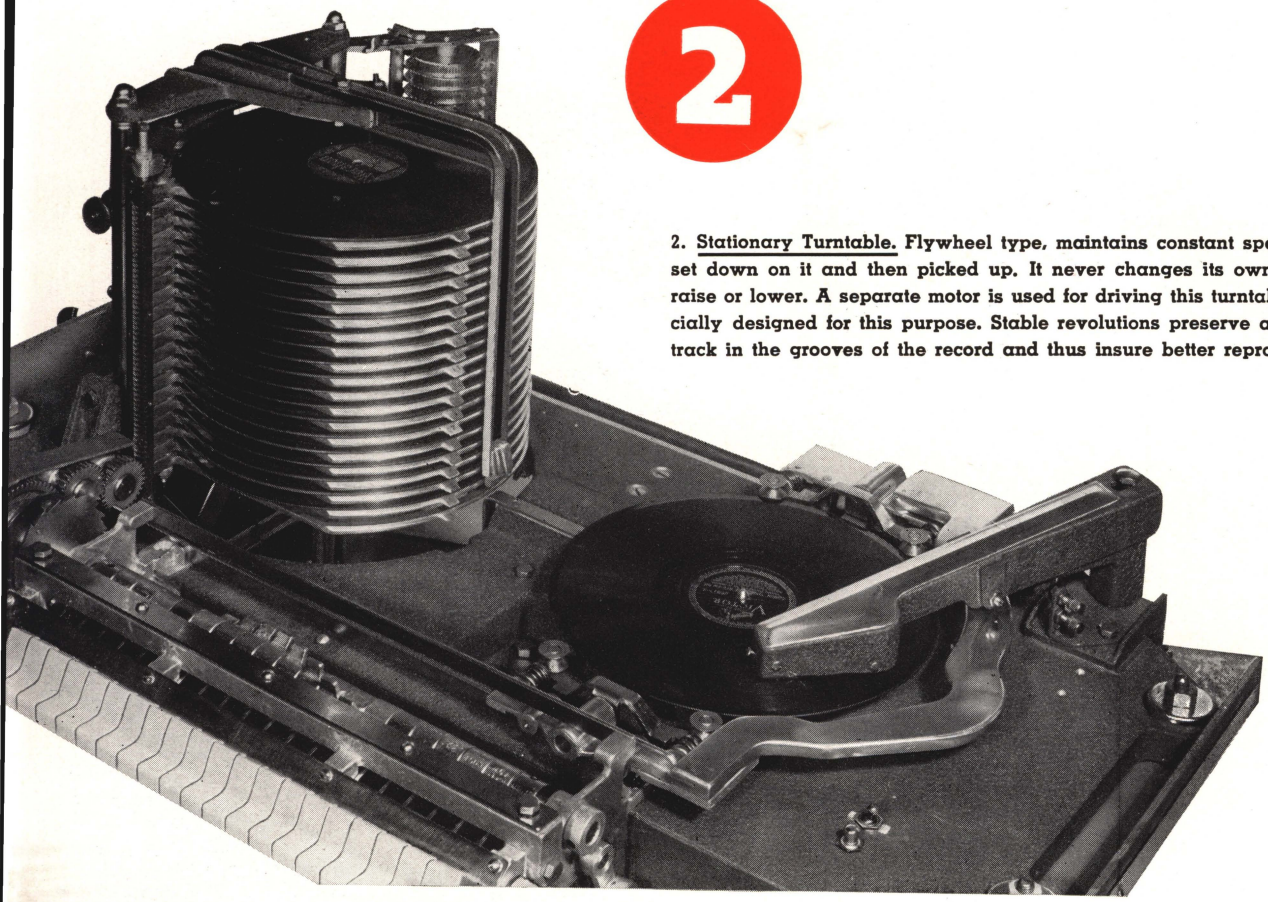


1

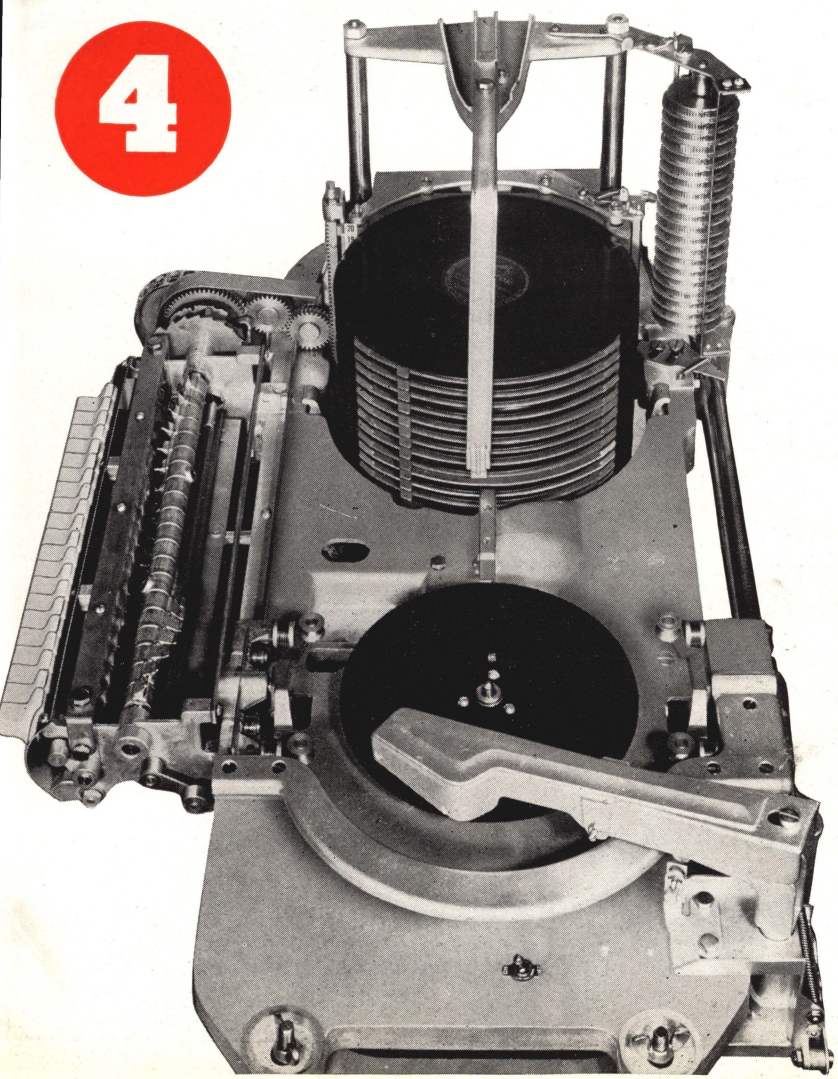
1. Positive Mechanical Selector. 20 keys on its piano keyboard selector, each 11/16 inches wide, a broad expanse for any finger. When the key is pressed, selection is made mechanically. A light touch does it, but the manipulation is firm and precise and there is no possibility of jarring neighboring keys and thus getting an unwanted selection. The key stays down till just before the record starts playing. Then it pops back to normal position and the number of the record being played shows in window at left.

3





2. Stationary Turntable. Flywheel type, maintains constant speed. The record is set down on it and then picked up. It never changes its own position, doesn't raise or lower. A separate motor is used for driving this turntable, a motor especially designed for this purpose. Stable revolutions preserve an accurate sound track in the grooves of the record and thus insure better reproduction.



3. Twenty-Record Magazine. Holds twenty records. Every record is completely supported in the magazine to prevent warping; no individual steel discs are used. The easy loading, unloading, or changing of one or all records is a feature you'll appreciate on every call. In "idle" position magazine is always in top of cabinet. Record numbers shown on side strip. Reach in, unlock guards, change any or all records in a jiffy—just as easy as placing groceries on a shelf!

4. Tone Arm. Lightweight tone arm putting only 2¾ ounces of weight on record. Assures longer record wear.

5. Strong, Substantial Chassis. Single aluminum frame, floating on rubber, is the base on which all mechanism units are mounted. An unshakable foundation to support the best and strongest of all phonograph mechanisms.

6. A Two-Motor Job. The Throne of Music uses two motors, one for the record-changing mechanism, one solely to drive the turntable at constant speed. This is the big secret of its dependable electrical performance.

The Door Is Open

The Mills Throne of Music Phonograph is beautiful—not just because it *looks* beautiful, but because its superb mechanism gives the kind of performance that swells the cash box contents. The opportunity to operate this No. 1 instrument is open to you and the premier locations in your territory are waiting to be supplied. Move NOW to entrench yourself with the Throne of Music!

Mills Novelty Company
4100 Fullerton Ave., Chicago, Illinois

AP-138 Printed in U. S. A.

MUSIC

RCA Wins Important Radio Victory

CAMDEN, N. J.—A decision of considerable importance was handed down in July by Judge Leibell in Federal Court in favor of the RCA Manufacturing Company, wherein radio station WNEW was enjoined from broadcasting Victor and Bluebird records without authorization.

The court held that RCA's rights arose out of its manufacture of the records and their marketing with notices appearing on the label, restricting their use to the home. Broadcasting without permission of the maker, it was ruled, constituted unfair competition. ◆

LeRoy Stein Holds New Position

NEWARK, N. J.—LeRoy Stein has been chosen to take over the duties of the Executive Secretary and Manager of the Amusement Board of Trade of New Jersey, Inc., according to an announcement coming from that office in July.

Stein is well known in the industry, having held several important positions in coin machine associations in the past. Until recently he held the offices of manager of the Automatic Music Association of New Jersey and manager of the Cigarette Merchandisers' Association of New Jersey. He resigned from these duties in order to become Public Relations Counsel for the U-Need-A-Pak Products Corporation, a position he now holds in conjunction with his work for the Amusement Board of Trade.

For his first official act as Executive Secretary, Stein suggested a Constitution and a new set of By-Laws, which were unanimously adopted by the Board of Governors. He also announced that a new set of Trade Practices will be proposed.

Stein states, "With the adoption of the Constitution, By-Laws and Code of Fair Trade Practices, I look forward to the same progress for this Association as that made by the Cigarette and Music Merchandisers Association, which I managed in the past.

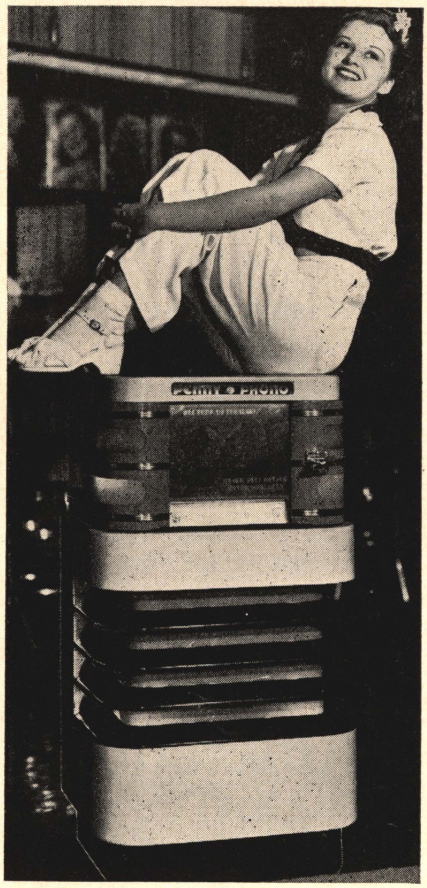
"I desire to emphasize the fact that this Association will not permit the operation of any game which is prohibited by the authorities and that all members must operate coin electric ball games for amusement purposes only." ◆

U. S. Record Closes Huge Deal

NEW YORK—Eli Oberstein, head of United States Record Corporation, recently announced completion of a deal whereby the Sonar Company will take three million of his company's records each year for their combo radio-phono sets.

Shipment of records started at U. S. during July and the company is offering three labels at 35c, 75c and $1.00. Popular as well as classicals are included in the catalog and new releases will be ready weekly. ◆

First Penny Phonos Roll from Cinematone Assembly Lines



Pretty Vivienne Coe, Earl Carroll's number one beauty at his new Theater-Restaurant in Hollywood, poses atop the new PENNY PHONO, a product of Cinematone Corporation.

HOLLYWOOD — Cinematone Corporation's initial product, the long-awaited PENNY PHONO, first automatic phonograph in the world to vend hit hunes for one cent, made history in the music and coin machine industries this month, when the first 250 units in an endless sheaf of orders already totaling thousands and valued at millions of dollars, rolled off the assembly line and were shipped to impatient distributors throughout the country.

Headed by president and general manager Doctor Gordon Keith Woodard, and vice-president and treasurer W. P. Falkenberg, Cinematone Corporation is a firmly-established, well-financed Southern California institution with five great plants contributing to the manufacture of their PENNY PHONO machine and PENNY PHONO records. These buildings, which house over three-quarters of a million dollars worth of specially designed equipment, include the mammoth Hollywood assembly plant, the up-to-the-minute Hollywood recording studio, and the cabinet-making, die-casting and phonograph processing plants. Working day and night with a large staff of skilled mechanics, Cinematone stands ready to turn out PENNY PHONO machines and PENNY PHONO records in volume.

The outstanding, original features that make PENNY PHONO and its startling "Music for a Cent" fact and not fancy, are the numerous inventions, developed under Woodard's supervision and owned exclusively by Cinematone, and which *record twenty musical numbers on a twelve-inch disc—ten to a side.* These include special recording and playback devices, and a secret method of record manufacturing.

But aside from the exciting novelty of "Music for a Penny," PENNY PHONO is possessed of a number of powerful selling points for distributors and operators alike. These are its low initial cost of from one-half to one-third that of the average phonograph; its minimum operating and service cost; and its obviously low record cost, for the operator will receive either one or two discs each week instead of the present 12 to 24.

With PENNY PHONO, distributors and operators will find that countless thousands of new locations will be available, where present automatic phonographs could not be placed. Cinematone also claims twenty times more play with PENNY PHONO. This premise is based on the principle of *today's market being unquestionably a penny market.*

In eye and play appeal PENNY PHONO is tops. Beautifully, yet simply designed in the best modern manner, with no delicate record-changing machinery to get out of

Goodman Slated for Vocalion Label

NEW YORK—Announcement was made here this week that Benny Goodman, who recently ended his RCA-Victor recording contract of some years standing, has jumped over to Columbia Recording Corporation and will be put on the Vocalion list. First releases are slated to be ready about mid-August. ◆

Decca Re-signs Woody Herman

NEW YORK — Decca announced this week that Woody Herman and his band have signed for another two-year recording term with platters to be made for a flat sum plus royalties on each disc. ◆

BRUNSWICK
Every Artist an ARTIST!

VOCALION
Tops Your "Must" List!

BRUNSWICK
Every Artist an ARTIST!

order, PENNY PHONO'S Counter Model can be placed anywhere. With separate wall speaker its size is 17½ inches high by 20½ inches wide by 16 inches deep. The Console Model, with enclosed speaker is 42½ inches high by 22 inches wide by 18 inches deep.

Besides waxing and manufacturing their own records, Cinematone steps still further ahead by recording their own specially-selected numbers, using only the nation's top-flight orchestras, musical groups and soloists. In short, PENNY PHONO records are made exclusively for PENNY PHONO machines. No other company in the world does this.

Another exclusive feature of PENNY PHONO worthy of notice is its front panel —a colorful, lithographed card which characterizes the hit tune of the week and which is changed with the passing of each seven days. This is exploitation and selling to the nth degree, for the panel is beautifully illuminated, as is the entire machine—and can be seen at a distance of many feet. ◆

Automatic Amusement Opens Baltimore Offices

PHILADELPHIA (RC) — Automatic Amusement, local Seeburg distributors headed by Frank Engel and Mike Spector, have opened new offices and display rooms at 213 East Mount Royal Avenue in Baltimore, Maryland.

A special showing of the complete Seeburg line was held at the Mount Royal Hotel on August 2nd.

Asa Melloy, prominent in music operating circles, has been appointed manager of the new branch. ◆

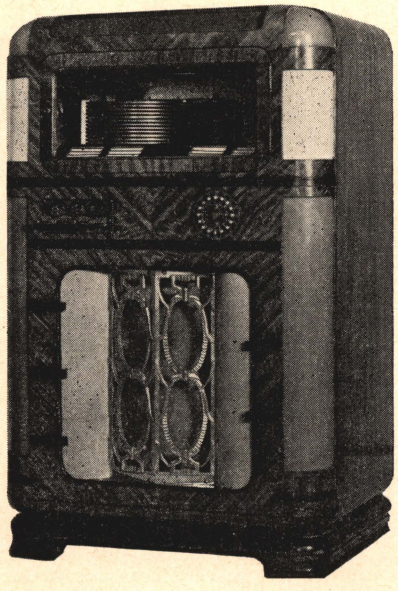
The four route men (two each on left and right sides) are waiting until the photographer backs away so they can get those Luxury Lightup Phonographs out on locations. The charming lady is Mrs. Bennett. Ben Bennett, owner of Bennett's Music Company, Phoenix, Ariz., Rock-Ola distributor in Arizona (left of phono) greets Rock-Ola's factory representative, George R. Murdock.

Ben Bennett Becomes Rock-Ola Dealer

PHOENIX, Ariz. — Ben Bennett, Arizona's leading phonograph operator, became its leading dealer recently when he took over the job of distributing Rock-Olas for the General Music Company in that state.

Bennett is a Texan who moved to Arizona several years ago, married a local girl, and soon built up the largest operating business in the area. At the present time he is operating and selling Rock-Olas exclusively, according to George Murdock, Rock-Ola representative, who assisted Bennett in establishing his distributorship.

Murdock says business is a pleasure to Bennett. He is up at 5:00 o'clock every morning and sells Rock-Olas all day long. In Phoenix they call him the Paul Revere of the music business, because he drives so fast. And Mrs. Bennett is nearly always alongside of him taking an active part in the business. ◆



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Have Your

WURLITZER 616's

remodeled as shown above. Beautiful design in marble, red and onyx.

Grille, corner pieces and back door, program holder lowered, installed complete for only

$32.50

Medill ILLUMINATED GRILLES

Easy to install and made to fit the following phonographs:

SEEBURG
All 12 record models

ROCK-OLA
Night Club
No. 2 Regular
Rhythm Master 12
Rhythm Master 16
Rhythm King 12
Rhythm King 16
Imperial 16
Imperial 20

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Model P30
Model 312
Model 412
Model 416
Model 616
Model 716

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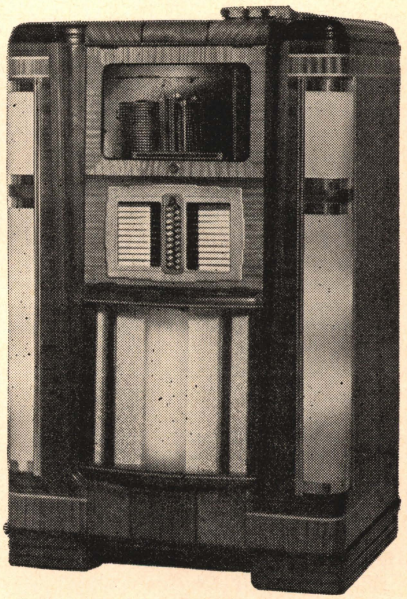

Model B Transformation

Medill Cabinet Transformation Complete Deluxe Remodeled at our Factory

Only $32.50

Rock-Ola, Imperial and Rhythm Kings are remodeled as shown in the picture and are beautiful, illuminated in red, for only $32.50, if the phonograph is sent to us.

If you want to remodel the phonograph yourself, we ship the material and instructions for $26.00 with the grille. If you already have the grille on your phonograph the price is $13.50 for the corner pieces.

Gives alluring friendly glow of colorful diffused light . . . as modern as the latest factory models.

"DECCA JOE"

In Hollywood he's known as Decca Joe. Bing Crosby called him that five years ago and the name stuck. Talent scout, on the Pacific Coast, for the Decca Recording Corporation, Joe Perry holds down one of the most interesting and important jobs in the record industry.

In spite of his 15 years in the record business, Perry is still a young man. He needs to be young, with all the vigor and vitality he can command, for the job of "talent scouting" is not an easy one. An eight hour working day means nothing in the life of a man who is always on the search for new singers, orchestras, musicians, that will whet the nation's music appetite and make them ask for more.

For a talent scout the job is never done. His is the perennial search for new voices, new songs, new "hits" that may be recorded on wax and released to a "particular public" that wants something new and outstanding all the time.

"It's forty per cent luck," Perry says, "this business of finding and successfully recording artists. And it depends on chance far more than many people would think.

"A singer may be a star in pictures, and on the air, but lack that certain elusive something that makes them click on records. Then, possibly, by chance, a record is made that appeals to the public and the artist is a hit overnight."

Interpretation is the most important feature of recording, Perry believes. It can make or break a singer and it is principally the artist's job to know what he or she must do to put a song across.

Bing Crosby understands the importance of interpretation, perhaps better than any other singer, Joe believes. That is why he is one of the outstanding vocal artists in the world and one of the most popular recording artists in the business.

As he sat talking in his small, cluttered office in Hollywood, Joe related many experiences about Crosby's work. The top ranking artist for Decca, Bing Crosby plays an important part in the organization.

Today, with more than 500 records to his credit, Bing has established himself as one of the top ranking artists in the record field. He has a feeling for the work and understands the necessity of presenting each song differently. "It's not just words and music," according to Perry, "but a piece of music with an idea behind it. And it is this idea that Bing brings out. It's what the public likes, and consequently they like Bing."

Joe Perry started working with Bing Crosby when the star first began making records. Both men now have a high regard for the ability of each other. Perry says Bing is the easiest person in the world to work with and Bing—well he named one of his horses "Decca Joe" recently, and in the film capitol that is a most generous compliment.

"Crosby works faster than any other singer," said Joe, as he gazed through the half open door of his office into the large recording studio beyond. Walls were draped for sound perfection and music stands and chairs cluttered the room, arranged in some suggestion of order around a raised platform, where singers and orchestra leaders stand before a microphone for recording.

"We made over 20 records with Bing in the past two weeks in the studio there," Perry stated. "He learns new pieces faster than any person I've ever known." The versatility of Crosby is one of his most remarkable features, according to Perry. He has done almost every type of music for Decca and his work has always proved successful. A recent hit, "Rancho Grande," in which Bing did a verse in Spanish is a good example of Crosby's ability and Perry's knowledge—or feeling—of what the public will like.

The idea was conceived and worked out on a hunch by Perry, and it instantly proved a success. That's where the luck comes in, Perry claims, but it is more than just luck; rather it is a constant effort to do a job well and to produce something new and different that will appeal to the public. It took many years of hard work and endless effort to acquire the knowledge that has made "Decca Joe" one of the outstanding recorders in America.

Perry is only 35 but he is already known as "the old man of the record business." It was in 1923 that Joe first began the climb that finally landed him in one of the top spots in the record industry of America. At

Bing Crosby gave him the title, and it stuck. Since then horses and record selections have been named after "Decca Joe" Perry

that time he started working for the Brunswick-Balke-Collander Company, manufacturers of Brunswick Records in Muskegon, Michigan.

Within a few years he graduated to the sales department in Chicago; then to the Pacific coast in the early part of 1926. It was here that he held the unique position of producer and salesman, being one of the few men who recorded records and then went out and sold them to the trade.

He has been with Decca ever since the company started five years ago. He is today one of six people in the organization employed to "scout talent" for recording. Perry's superior, and the man that he constantly credits with much of the success Decca has achieved in the recording field, is Jack Kapp, president of the Decca Corporation.

The rapid growth of the company may be attributed in part to the close cooperation of its officials. Perry points this out and continually alludes to it in his conversation. It is evident that the men who run Decca respect and value the opinions of each other, and depend to a great extent on the decisions that the others make.

When Perry "discovers" a new singer or a new song, he always contacts Jack Kapp before going ahead with contracts or final recordings. Many times he makes a test record and ships it east for Kapp's decision. More often a wire or a letter stating that "the gal's good," or "the boy has possibilities" is sufficient and Kapp gives his official approval.

This was the procedure followed when Perry first heard Judy Garland several years ago. She was a "find" in the talent scout's parley. Joe had heard about Judy when she first started to sing in Los Angeles, then but a very young girl.

He learned she was to appear on the Paramount stage in Los Angeles and so he took in the show to see what she was like. It took four shows before he was convinced. Then he made a test record, sent it to Kapp in New York, Kapp gave his O.K. at once, and Judy Garland was started on the road to success as a popular recording artist. After several years of screen success her popularity on records has not diminished and she is now more and more in demand. "Judy's an easy person to work with," Joe says.

Perry has recorded operas for Decca, too. And they have been very successful. They have done "Martha" in the Hollywood studio, as well as other great opera selections. Josephine Tumminia was the first opera star to do a classical number for Perry. Only recently he has done numbers with Grace Moore.

The list of artists who have recorded for Perry reads something like the membership list of an exclusive Hollywood studio club. Bing Crosby, Grace Moore, Deanna Durbin, Judy Garland, The Boswell Sisters, Phil Regan, The Andrews Sisters, Byron Wolfe, Bobby Breen, Bob Crosby and Guy Lombardo are but a few of the stars who have been "put on wax" for Decca by Perry.

"They're just human beings," Joe states. "Most of them are a pleasure to work with, friendly, considerate, and just one of the gang. We try to make them feel at home and to enjoy the time they spend here." No doubt it is this attitude that helps make Joe's recordings so successful.

One of Perry's other "discoveries" is the Boswell Sisters, who were playing in a small radio station in Los Angeles when Joe heard them. He thought they were good, made a test record, and soon had them featured among the leading recording artists of the nation.

The Andrews Sisters were recorded by Decca under Perry's supervision and have since became famous. Joe got the idea of recording the Paradise Island Trio, with an organ, vibraphone and steel guitar, doing standard numbers. Their records have been constant sellers and the boys can thank Perry for their start.

Dick McIntire and His Hawaiians were found in a Los Angeles cocktail bar by Perry; as was Augie Goupil. Both have made good on records for Decca.

Perry never forgets the operator of automatic phonographs. He is always thinking of recordings in the terms of automatic music, and he is constantly striving to produce hits that will help build the business of the operators. The recent "Rancho Grande" with Crosby was done with the operator in mind, Perry declares. "Three Little Fishes" was recognized as a "natural" for automatic phonographs. The recent

SENSATIONAL OFFER

FOR ONLY $59.00 WE WILL CONVERT YOUR 12 RECORD ROCK-OLA INTO AN . . .

East Coast Luxury Marblite Counter Model

$99.00 otherwise

SPECIFICATIONS

1—SIZE: 20½" high, 21¾" wide, 19¼" deep.

2—ILLUMINATION: Full sized red plastic pilasters; rainbow effect in record chamber.

3—CABINET: Mouldings of Black Marblite, all flat surfaces of variegated American Marblite effects.

4—TAPE PROOF 5-10-25c SLOTS . . . (The ONLY Counter Model with 3 Slots).

5—12-Record Rock-Ola Multi-Selective Mechanism.

6—SPEAKER: The only Counter Model with built-in, full 12" dynamic speaker!

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AMERICA'S LARGEST STOCK OF FINE USED PHONOS AT WORLD'S LOWEST PRICES!! IMMEDIATE DELIVERY ON NEW SEEBURG SYMPHONOLAS

EAST COAST PHONOGRAPH DISTRIBUTORS, INC.

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cycle of polkas, beginning with "The Beer Parrel Polka," is being done largely for the automatic phonograph trade.

Like the operator, the talent scout must watch the public trend. He may help make the trend but he must first anticipate and recognize it. "They want swing music with melody now," Perry states. "A few months ago they just wanted swing."

There aren't many rules for picking artists that can be followed, Joe claims. "You just have to know, to feel, and to hope you are right." There is one rule, however, that cannot be ignored: An artist may not always click the first time, but that does not mean that he is no good for records. He may seem mediocre and fail to go over, then he will make one record that "clicks," and the rest of his records will become more popular. A second rule that isn't forgotten is that there are some artists who are public favorites year after year. You soon recognize them and you realize the value of their work, Joe thinks. A musician who has been an outstanding recording artist for over 15 years is Guy Lombardo, now a Decca favorite. Perry sums it up with, "A lot of fellows come and go, but Guy Lombardo just keeps on going."

There are few men in Hollywood who attend more previews than Joe Perry. Studio, musician and public previews are all open to Joe, and he attends them with constant regularity. They have become his work, his leisure and his pleasure.

Many times he will attend a public preview and a musicians preview of a picture the same night. The first, to get the public's reaction to a star; the second, to learn what the people who make pictures think of them. This is a good system, Joe says, and he ought to know, because he has found many outstanding recording artists in this manner.

"It's a great game," is the way Joe describes his business. But it is more than that. It's a tough game, and a fast one, and one that few men could successfully handle. And it is one that Perry has done well for many years.

What the future holds for Joe is a subject about which he refuses to speculate. There is one thing quite certain, however, and it is that "Decca Joe" Perry will never get talent scouting out of his blood. As Joe puts it he's "just a human blood-hound" ◆

Hammergren Says 24 Records Best

NORTH TONAWANDA, N. Y. — Exhaustive surveys have definitely proved that 24 record phonographs are the ideal machines for maximum earnings. This fact was made known recently by M. G. Hammergren, sales manager of the Rudolph Wurlitzer Company.

"We have definitely determined," Hammergren states, "That 24 records enable Wurlitzer music merchants to accomplish several objectives—all of which put more profits in their pockets.

"By using 24 records the operator is able to put on his phonographs the records he knows will get a big play. In the second place he leaves room for the records which he feels may not be so hot but which the location owners demand.

"In the third place, this greater carrying capacity enables him to use up records that may be scratched or damaged on one side. And, through the use of 24 records, the operator is allowed a wider diversification of music from the location patron's viewpoint, who finds more records that he desires to hear and spends more money in the phonograph.

"Wurlitzer first introduced 24 records, and the practical use of such a machine has been proven through use. Today, the Wurlitzer Company is the only manufacturer of phonographs offering a 24 record machine and the demand has grown steadily, proving that the idea is practical." ◆

Three Little Fishies Leads to Murder

LANSING, Kansas — "He kept singing the "Three Little Fishies" until I was nearly nuts. He wouldn't change his tune so I killed him."

With that terse statement, Roosevelt Briaco, negro serving a life sentence in the Kansas State Penitentiary, explained why he fatally stabbed Theodore Morrison, another colored inmate, in a fight inside the prison walls. ◆

VOCALION
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Webb Band to Continue Under La Fitzgerald

NEW YORK—"The King would want it so" commented Ella Fitzgerald in announcing the past month that the famous Chick Webb orchestra will continue as a combination despite the maestro's recent death.

Chick set a new style in dance music and died at the height of his success from tuberculosis of the spine and liver in Baltimore last month.

Ella Fitzgerald, discovered by Webb years ago and adopted by him, will head the band and do vocal work as in the past. ◆

Dorsey Turns Song Publisher

NEW YORK—Tommy Dorsey laid $40,000 on the line last month for a 50% interest in Larry Spier, Inc., song publishers. "I've achieved my ambition," said Tommy, who also publishes a jitterbug fan mag. besides leading his band. ◆

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
Eastern Company
620 Memorial Dr., Cambridge

DENVER, COLO.
Hendrie and Bolthoff Mfg. & Sup. Co. 1635 17th St.

MILWAUKEE, WIS.
Taylor Electric Company
112 North Broadway

NEWARK, N. J.
Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

OMAHA, NEBR.
SIDLES CO. Music Mdse. Dept.
502 South 19th St.
Victor and Bluebird Records

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use VICTOR and BLUEBIRD RECORDS

Record Score Sheet

BLUEBIRD

2★ 10355 Dick Todd
DRIFTING DOWN THE RIVER OF DREAMS (V)
OLD MILL WHEEL (V)

3★ 10356 Eddie DeLange
WPA POLKA (FT)
BROOM DANCE (FT VC)

4★ 10358 Glenn Miller
THE MAN WITH THE MANDOLIN (FT VC)
THE LITTLE MAN WHO WASN'T THERE (FT VC)

4★ 10359 Freddy Martin
RUNNING THROUGH MY MIND (FT VC)
YOU'RE THE MOMENT IN MY LIFE (FT VC)

3★ 10360 Red Nichols
HOT LIPS (FT)
THE PARADE OF THE "PENNIES" (FT)

1★ 10361 Charlie Barnet
FOR TONIGHT (FT VC)
WHAT'S NEW? (FT VC)

4★ 10362 Bob Hamilton Trio
IN AN 18TH CENTURY DRAWING ROOM (FT)
DINNER MUSIC FOR A PACK OF HUNGRY CANNIBALS (FT)

3★ 10347 Artie Shaw
GO FLY A KITE (FT VC)
A MAN AND HIS DREAM (FT VC)

4★ 10348 Johnny Messner
START THE DAY RIGHT (W)
I MUST HAVE ONE MORE KISS KISS KISS (FT VC)

3★ 10349 Charlie Barnet
STILL THE BLUEBIRD SINGS (FT VC)
AN APPLE FOR THE TEACHER (FT VC)

3★ 10350 Freddie Martin
LET'S DISAPPEAR (FT VC)
WINTER BLOSSOMS (W VC)

3★ 10351 Earl Hines
RIDIN' AND JIVIN' (FT)
GRAND TERRACE SHUFFLE (FT)

4★ 10353 Eddie DeLange
SAM, THE VEGETABLE MAN (FT VC)
NOW AND THEN (FT VC)

1★ 10354 Vincent Lopez
THIS HEART OF MINE (FT VC)
EACH TIME WE SAY GOODBYE (FT VC)

4★ 10340 Emery Deutsch
VAS VILST DU GAILY STAR (FT VC)
HUNGARIAN DANCE NO. 1 (FT)

3★ 10341 Charlie Barnet
EBONY RHAPSODY (FT)
LAMENT FOR A LOST LOVE (FT)

3★ 10342 Ziggy Elman
LET'S FALL IN LOVE (FT)
I'LL NEVER BE THE SAME (FT)

4★ 10344 Glenn Miller
WANNA HAT WITH CHERRIES (FT VC)
THE DAY WE MEET AGAIN (FT VC)

4★ 10345 Artie Shaw
I'LL REMEMBER (FT VC)
EASY TO SAY (FT VC)

3★ 10346 "Fats" Waller
YOU MEET THE NICEST PEOPLE IN YOUR DREAMS (FT VC)
HONEY HUSH (FT VC)

DECCA

4★ 2956 Connie Boswell
RENDEZVOUS TIME IN PAREE (V)
IS IT POSSIBLE? (V)

4★ 2597 Connie Boswell
THE LAMP IS LOW (V)
STRA-VA-NA-DA (V)

4★ 2599 Mills Brothers
WAY DOWN HOME (V)
SIDE KICK JOE (V)

3★ 2600 Jan Savitt
SHABBY OLD CABBY (FT VC)
MOONLIGHT SERENADE (FT VC)

3★ 2609 The Three Peppers
THREE FOOT SKIPPER JONES (V FT)
IT'S A PUZZLE TO ME (V FT)

3★ 2603 Teddy Grace
MAMA DOO SHEE (V)
THE DOWN HOME BLUES (V)

3★ 2604 Teddy Grace
HEY LAWDY PAPA (V)
LOW DOWN BLUES (V)

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★★★★★ **EXTRA GOOD. Ideal for phonograph operations. Don't fail to get it. Outstanding number.**

★★★★ **VERY GOOD. Has universal appeal. Recommended for any type location.**

★★★ **GOOD. Returns, in most cases, will vary according to type of location and patronage. Not unusual.**

★★ **FAIR. Typed to a measure, i. e., may prove profitable in certain locations.**

★ **WEAK SISTER. Not strong enough to pay own freight. Short lived number.**

ABBREVIATIONS: FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; OT—Old Time; R—Race; HB—Hillbilly.

4★ 2578 Paul Whiteman
MOON LOVE (FT VC)
TO YOU (FT VC)

3★ 2579 Jimmy Dorsey
THE LAMP IS LOW (FT VC)
BEGONE (FT VC)

2★ 2580 Jimmy Dorsey
IN THE MIDDLE OF A DREAM (FT VC)
ALL OR NOTHING AT ALL (FT VC)

3★ 2581 Ella Fitzgerald
I HAD TO LIVE AND LEARN (FT VC)
IF THAT'S WHAT YOU'RE THINKING YOU'RE WRONG (FT VC)

3★ 2582 Woody Herman
CASBAH BLUES (FT)
FAREWELL BLUES (FT)

3★ 2583 Jan Savitt
I'LL ALWAYS BE IN LOVE WITH YOU (FT)
GET HAPPY (FT)

2★ 2584 Bert Shefter
FARMER IN A DILEMMA (FT)
DESERTED DESERT (FT)

4★ 5705 McMichen's Wildcats
I WONDER WHO'S KISSING HER NOW (OT V)
I CANNOT TELL A LIE (OT V)

3★ 5706 Shelton Brothers
THAT'S WHY I'M JEALOUS OF YOU (OT V)
BYE BYE BABY BYE BYE (OT V)

4★ 2577 Jimmy Dorsey
RENDEZVOUS TIME IN PAREE (FT VC)
IS IT POSSIBLE (FT VC)

5★ 2568 Bob Hope and Shirley Ross
THE LADY'S IN LOVE WITH YOU (V)
PENTHOUSE SERENADE (V)

4★ 2570 Andy Kirk
CLOUDS (FT VC)
GOODBYE (FT VC)

3★ 2572 Milt Herth Trio
IN AN 18TH CENTURY DRAWING ROOM (FT)
THE SHOEMAKER'S HOLIDAY (FT)

3★ 5703 Buddy Jones
THE ROUGHEST GIRL IN TOWN (OT V)
BUTCHER MAN BLUES (OT V)

VICTOR

4★ 26317 Bob Zurke
EACH TIME YOU SAY GOODBYE (FT VC)
HOBSON STREET BLUES (FT)

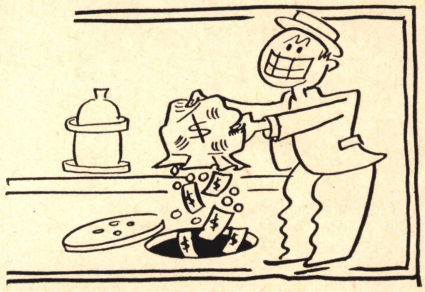
3★ 26318 Sammy Kaye
IT MUST HAVE BEEN TWO OTHER PEOPLE (FT VC)
THIS HEART OF MINE (FT VC)

4★ 26319 Larry Clinton
HEZEKIAH (FT VC)
ROCKIN' CHAIR (FT VC)

4★ 26320 Pied Pipers
POLLY WOLLY DOODLE ALL THE DAY (V)
SUGAR FOOT STOMP (V)

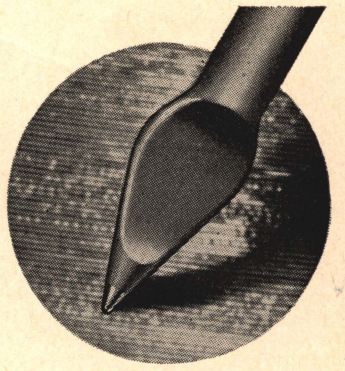
VOCALION
Tops Your "Must" List!

"BUYING IMITATIONS LIKE THROWING MONEY IN THE SEWER"



Thos. Murphy, Brawley, California, operator says: "I've tried several imitations of PERMO POINT NEEDLES and purchasing those imitations is just like throwing your money in the sewer!"

PERMO POINT
2000 PLAY
PHONOGRAPH NEEDLE
(With the Patented Elliptical Point)



The ONLY Needle used and recommended for the past 10 years by EVERY manufacturer—the ONLY Needle with the Patented Elliptical Point making it 2 points in 1—The ONLY Needle for EVERY phonograph operator!

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MANUFACTURING METALLURGISTS
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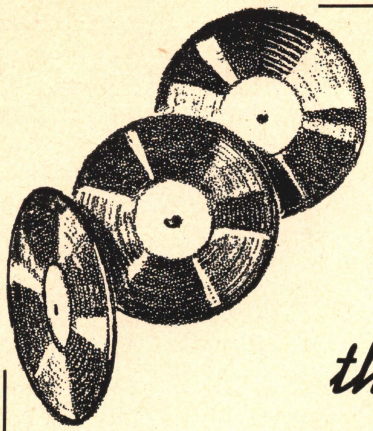


Records
by DECCA
that "CLICK"

2494 EL RANCHO GRANDE
by Bing Crosby

2321 SUNRISE SERENADE—FT
by Glen Gray & Casa Loma

2593 WHITE SAILS—FTVC
by Ruby Newman & His Orch.

2578 MOON LOVE—FTVC
by Paul Whiteman & Orch.

2507 IT'S FUNNY TO EVERYONE BUT ME
by The Ink Spots

2568 SOUTH RAMPART STREET PARADE—FT
by Bob Crosby & His Orch.

2383 BEER BARREL POLKA
by The Andrews Sisters

2567 STAIRWAY TO THE STARS—FTVC
by Jimmy Dorsey & His Orch.

DECCA RECORDING CORPORATION

Seattle 3131 Western Ave. | Los Angeles 108 E. 17th St. | San Francisco 35 Stillman St. | Honolulu, T.H. 1025 Alakea St.

3★ 26321 Tommy Dorsey
NIGHT IN SUDAN (FT)
TEA FOR TWO (FT)

4★ 26311 Bea Wain
OH YOU CRAZY MOON (FT V)
STORMY WEATHER (FT V)

4★ 26312 Sammy Kaye
BABY ME (FT VC)
IT'S TIME TO SAY GOODNIGHT (W VC)

3★ 26313 Tommy Dorsey
GO FLY A KITE (FT VC)
A MAN AND HIS DREAM (FT VC)

4★ 26314 Wayne King
THE MAN WITH THE MANDOLIN (FT VC)
WINTER BLOSSOMS (W VC)

4★ 26306 Victor Salon Orchestra
TAMBOURIN CHINOIS
CAPRICE VIENNOIS

4★ 26307 Victor Salon Orchestra
HUNGARIAN DANCE NO. 5
LULLABY

5★ 26308 Larry Clinton
THE LITTLE MAN WHO WASN'T THERE (FT VC)
PARADE OF THE WOODEN SOLDIERS (FT VC)

4★ 26309 Gray Gordon
IT SEEMS LIKE OLD TIMES (FT VC)
START THE DAY RIGHT (W VC)

3★ 26310 Duke Ellington
ROCKIN' IN RHYTHM (FT)
NO PAPA NO (FT)

New Seeburg Marbl-Glo Classic furnished by Jean Minthorne, branch manager for the E. T. Mape Company in Los Angeles, for Republic Studio's "Flight at Midnight," starring Roscoe Turner and Phil Regan. Jean has furnished many Seeburgs to the Hollywood studios for use in pictures.

A GOOD RECORD IS NO BETTER THAN THE NEEDLE USED TO PLAY IT!

Miracle Point NEEDLES
BRING OUT ALL THAT THE RECORD MANUFACTURER PUTS INTO THE DISK

ASK YOUR DEALER

M.A. GERETT CORP.
2947 NO. 30TH STREET ★ ★ ★ MILWAUKEE, WISCONSIN

Imperial Vending Adds Gabels

PHILADELPHIA (RC)—Imperial Vending Company, managed by Lewis Sokolove, has taken on the distribution of Gabel phonographs.

New models are now on display and Sokolove points to the fact that the machines "are as glamorous as others and they really pull in the nickels. Gabels are on location making money that are from ten to twenty years old." ◆

VOCALION
Tops Your "Must" List!

Music Operators' Association Inc., of Houston

President—F. S. CLANCY; Vice-President—SAM AYO; Treasurer—LESTER HEARN; Secretary—W. A. NIEMACKL, 518 Anita Street, Houston, Texas.

By JOHN G. WRIGHT

HOUSTON.—The use and privileges of Association and union seals was the principal business under discussion at the July meetings of the Music Operators' Association of Houston.

A motion was passed, effective in August, requiring that seals for the current month be purchased not later than the fifth and be displayed on the equipment not later than the tenth. Failure to purchase the seals will mean a penalty of 10 per cent; and the failure on the part of any member to apply the seals will automatically throw his locations open to solicitation by Association members.

A second motion was passed requiring the signature of location owners, or someone in charge, when seals are placed on a machine. Forms will be supplied by the Association and the signed documents will be filed with the secretary of the organization.

During the meeting it was announced that equipment outside of Houston and Harris counties is not under the jurisdiction of the Association and is therefore not protected by the use of seals. It has been customary, however, for members to respect all machines bearing an Association seal wherever it is found and the practice will undoubtedly continue in the future.

Both July meetings were well attended and were held in the new quarters of the Association on the top floor of the Milam Building. ◆

Get in the Money with Music's Big Money-makers

LARRY CLINTON AND ORCHESTRA
Victor 26303—I'll Remember
Wanna Hat With Cherries

LARRY CLINTON AND ORCHESTRA
Victor 26319—Hezekiah
Rockin' Chair

ARTIE SHAW AND ORCHESTRA
Bluebird 10347—Go Fly A Kite
A Man And His Dreams

GLEN MILLER AND ORCHESTRA
Bluebird 10358—The Man With The Mandolin
The Little Man Who Wasn't There

RCA "HIS MASTER'S VOICE"

LEO J. MEYBERG CO.
LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . . 70 Tenth Street

Phono. Ops. Ass'n of E. Penn. & N. J.

By Harry Bortnick

Further recognition as the outstanding phonograph operators' association in the country has come to this group during the past month. A request was received from the Board of Directors of the Automatic Music Association of New Jersey, Inc., asking that Frank Hammond, business manager of the local group, cooperate with them and aid in training their newly appointed business director.

Following a discussion with the New Jersey group Hammond agreed to permit the newly appointed official to remain in the Philadelphia office for a brief period in order to study the routine of handling the affairs of this Association.

Continued cooperation between the local Association and the organization of New Jersey will be improved under the care of the new business manager.

Another Association, the Wisconsin Phonograph Operators' Association, also requested the cooperation of the local group and asked for information regarding the manner in which the local group is organized and operating. ◆

George Leatherby Passes in S. F.

SAN FRANCISCO—George Leatherby, one of California's oldest music operators, died here on August 3. Leatherby dropped dead while playing a game of golf on a local course.

His funeral was held on the 5th of August and many of his friends joined in paying tribute to a man they had all liked and respected. ◆

"Three Little Fishes" Are Still Popular

CARBONDALE, ILL. (RC) — An example of the super-popularity of one record was reported recently by DeWolf Wines, operator of Rock-Ola phonographs and Bally amusement games in southern Illinois. He states that on three different occasions he has been forced to replace "Three Little Fishes" on one of the locations at the campus of the Southern Illinois Normal Teachers' College here.

Each time the record was worn gray, and almost without sound reproduction. Wines is wearing a cheerful grin in making these replacements and credits the fish ditty, plus "It Ain't What You Do," with a 70 per cent increase on five of his machines during the last month. ◆

Nels Nelson Attends Seeburg School

LOS ANGELES—Nels Nelson, Seeburg service representative on the west coast for the E. T. Mape Company, joined 36 service men from all parts of the nation in July for a week of intensive training on Seeburg's new Wall-O-Matic Wireless Selector.

The company held a training school at the factory in Chicago so that Seeburg service men might obtain a thorough knowledge of the new equipment.

Nels believes that Seeburg's Wireless Wall-O-Matic, and Playboy with organ type speaker, are the most important additions to the phonograph industry this year. He feels that they will greatly increase the operator's profits on many locations.

The factory is going into heavy production on the Wall-O-Matic, according to reports from Chicago, and delivery is now being made throughout the country. ◆

Operator of the Month

M. C. Edwards

Exclusive Seeburg Buyer

is today the largest phonograph operator in San Bernardino County

Operating a successful route of Seeburg phonographs from San Bernardino to Las Vegas, Nevada, M. C. Edwards has daily proof of the superiority of performance and guaranteed profits of MARBL GLO CLASSICS and VOGUES.

In business less than a year, this progressive operator has purchased from Jean Minthorne nearly 100 twenty-record Seeburg phonographs. Edwards says, "In an area where heat is an important factor, Seeburgs always give perfect performance, and only Seeburg can give you Marbl Glo—the greatest merchandising force in music.

M. C. Edwards says: "To obtain and hold top spots rely on Seeburgs."

E. T. MAPE MUSIC CO.

JEAN MINTHORNE—*Branch Manager*

1517 W. Pico Blvd. Los Angeles

(Watch for September's "Operator of the Month")

Simmons Sez:

He won a Keg of Beer on a bet this month and is going to put that Keg in the Aviation Club Room of the Hollywood Plaza Hotel, Hollywood, August 23rd, for all Beer drinking Operators to share, providing one of them will bring a spigot! "No foolin', come on up August 23rd."

★

Stanley Turner, Factory Service Instructor, certainly has been putting out a lot of Wurlitzer Selective Wall Boxes this month. Stanley is easy to get along with and always glad to assist any Operator needing installation advice. Also, Stanley is the Champion Ping Pong Player of Hollywood.

★

Mike Hammergren, General Sales Manager, of the Wurlitzer Factory will be at the Hollywood Plaza Hotel, Hollywood, August 23rd, and hopes every Operator will drop in on "Mike" for a chat, a chew and a brew. (Mike heard about Bill's Keg.)

★

Any vacation minded Operator who really wants to catch some fish should try Owens Valley Fishing near Bishop. Jack Gutshall's Ocean catch would make a good bait in Owens Valley.

★

The month of July broke all records at the North Tonawanda Plant for shipments of Wurlitzer Phonographs over any other month in 1939.

★

D. H. Osborn, San Francisco, California, Wurlitzer Distributor, received more carloads of Wurlitzer Phonographs in July than in any other month this year. Osborn doesn't fish, hunt or swim, his only Hobby is Phonographs.

★

Bob Howe, Wurlitzer Honolulu Distributor, now visiting his Father in Santa Cruz, California, brought with him a whole flock of orders from the Islands.

★

Oh yes, no partiality, I lost a bet of a Keg of Beer in San Francisco and will furnish a Keg, spigot and all, August 25th in the Green Room of the St. Francis Hotel, San Francisco. Come on up you Keg Beer drinkers.

★

Rudolph Wurlitzer Company

1025 N. HIGHLAND AVE.
HOLLYWOOD, CALIF.

INCREASE *Your* COLLECTIONS

WITH

PHONO-MIKE

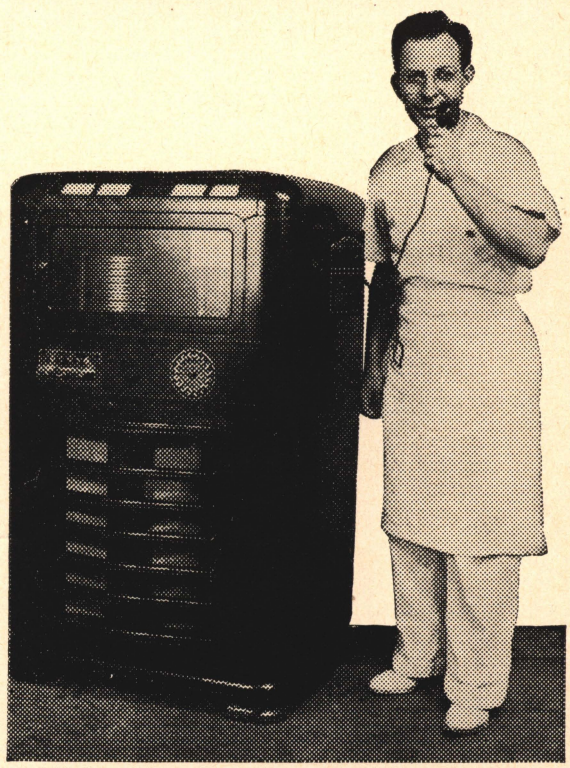
Save Old Locations . . Get New Locations

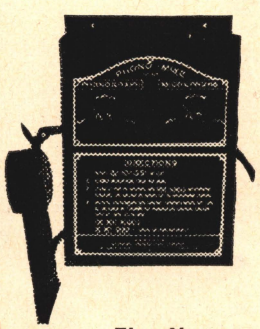
Offers a NEW WAY to earn money

• 1 MINUTE TO INSTALL •

Merely fasten four wing nuts, completes installation of PHONO-MIKE unit as shown below

VALUE $25.00





The Above Unit Will Fit Any Music Machine. Specify Name and Model.

OUR PRICE

$10.85

TERMS: 1/3 WITH ORDER, BALANCE C.O.D.

SPEAK, SING, and ENTERTAIN

VOICE CAN BE BLENDED WITH RECORD PLAYING . . . CAN BE USED AS AMPLIFICATION SYSTEM FOR ANNOUNCEMENTS AND NUMEROUS OTHER USES.

PHONO-MIKE IS MAKING HISTORY FOR THE MUSIC BUSINESS

ECONOMY PRODUCTION CO.

20 BANK STREET, PHILADELPHIA, PA.

Phonograph Collections Boosted by Phono-Mike

PHILADELPHIA, Pa.—A new and startlingly successful innovation was introduced to operators of automatic phonographs here, recently, when the Economy Production Company placed their Phono-Mike on the market.

Designed to work on any modern automatic phonograph, the Phono-Mike is proving a revolutionary means of boosting weekly intake on many locations. The device, consisting principally of a microphone speaker, may be attached to the side of a phonograph, or to some convenient spot in the room where the machine is located.

In many locations the owner or the master of ceremonies have found the Phono-Mike useful for making announcements. Another valuable use, which has become very popular where entertainers are employed, is the use of the Phono-Mike for singing. It is possible for an entertainer to sing over the microphone while one of the records on the phonograph furnishes an accompaniment. Volume of the record or the microphone may be controlled according to the desire of the singer.

Patrons are also finding the new attachment entertaining for their own use, operators report, and this use alone has boosted collections wherever microphones have been installed. It attracts a great deal of attention as people are always interested in the use of such an instrument. The simple directions written on the side of the phonograph make it possible for anyone to use the microphone instantly.

The microphone hangs from a hook when it is not in use. In order to operate the attachment, the patron inserts a coin in the regular slot of the machine and lifts the microphone from its hook. He may then speak into the "mike" and his voice will be reproduced from the regulation speaker on the phonograph.

Increased collections from phonographs have been as much as one hundred and twenty-five per cent of the usual gross, it is claimed. Everywhere the device has been used it has received the approval of operators and location owners, company officials state, and in a few locations the use of the microphone has been so great that it has been used far more than the records on the phonograph.

One of the concerns to use the micro-

(*See PHONO-MIKE, page 36*)

In St. Louis

with
ROBERT LATIMER

With some of the hottest weather in years, operators in and around St. Louis are looking longingly toward cooler climates. Business has dropped because of the heat, operators report, and the only machines that are really "booming" are the Bally Beverage Vendors, several of which have been placed in local department stores.

Carl Trippe, president of the Missouri Amusement Machine Operators' Association, announces that the organization will discontinue all meetings until September because of the hot weather and the absence of so many members due to vacations.

Louis Morris, president of the Morris Novelty Company, and Mrs. Morris have gone on an extended vacation trip.

Five prominent, local coin men were appointed to various committees in preparation for the five-day national B. P. O. E. convention held here in July. The five, all Elks in active membership, were Carl Trippe, Harry Davies, W. Betz, Barney Frerick and Louis Morris. Operators report that the convention brought a pleasing volume of business to St. Louis, particularly in the pin table field.

An Elk from Oklahoma, who set up a wigwam in Forest Park, was a source of considerable amusement to members of the Ideal Amusement Company and they considered setting up a penny arcade for the children who came to visit him.

Dick Westbrook, vending machine operator, enjoyed the month of July in Chicago where he spent considerable time around Lake Michigan cooling off.

Harry Davies, of the Davies Novelty Company, is planning a visit to California shortly to look up some of the coast operators and dealers who correspond with him.

Doc Wilcox, partner in the Ideal Sales Company, visited Denver during the latter part of July for a few days of trout fishing.

Officers of the St. Louis Phonograph Owners Association are receiving the plaudits of the membership for their excellent work in establishing standard rates on all phases of phonograph operation throughout St. Louis and East St. Louis. Martin Balensiefer, secretary of the group, believes that the Association is one of the strongest in the industry.

One of the busiest coin machine men in the Middle-West is Carl Trippe of the Ideal Novelty Company. For the past few months Carl has been extremely busy with his penny arcade and roller rink at Westlake Park. Now he sets forth on a new business venture with the purchase of the Modern Cabinet Company at 1517 Market Street in St. Louis. The Ideal Novelty Company will control all selling rights of the Modern Cabinet products in this vicinity.

The firm will hereafter manufacture only in their local factory and will not sell directly to operators in St. Louis. The concern manufactures change-over cabinets and grilles, with light-up effects for all models of automatic phonographs. Trippe is highly enthusiastic over the results the Modern Cabinet products have been getting with the renovation of old models.

Mark Hanna, East St. Louis plumbing company president, has been "discovered" as one of the largest vending machine operators in the Illinois territory. Hanna took up coin machine operation as a hobby two years ago. He makes a specialty of unusual and individual lighting effects on all his machines, most of which light up when a coin is deposited.

Bally's new "Pick Em" game is going over very well in St. Louis, Leo Wichlan of Ideal reports. Another item which has shown a popular reception with operators and public alike is the Counter Model Rock-Ola, being displayed by Carl Trippe.

An additional revenue tax of two cents per package was passed on all cigarettes in St. Louis during June. The tax will prevail only in St. Louis itself and will not be levied in St. Louis County.

Although for a time it was feared that cigarette machine vending of all brands would suffer by the passage of the tax, those who have studied the situation carefully agree that the two cent tax will not affect the price of the standard 15 cent brands. These will continue to sell at 15 cents and will not retail at 17 cents as was expected. Ten cent cigarettes, however, must now be sold at 12 cents, the Missouri Amusement Machine Operators' Association has reported.

Merchants throughout the city have agreed to take a reduction on commissions because of the doubled volume expected. According to Carl Trippe, of Ideal Sales, the tax move brought vending machine prices on a level with drugstore prices, which will tend to benefit machine sales.

The tax will be collected through the sale of stamps, which will be affixed to each package of cigarettes. This went into effect July 13, allowing the dealers a ten per cent reduction in return for their efforts in affixing the stamps.

The St. Louis Phonograph Owners' Association held its regular monthly dinner meeting at the Statler Hotel, July 19. Although many of the members were on vacations, the turn-out was good and Martin Balensiefer, executive secretary of the group, expressed his satisfaction at the way the membership has been supporting the organization.

An open forum on better route management took up most of the time devoted to business. New manufacturing developments were also discussed. ◆

Ball Gum

Candies and Nuts sell faster in the

NEW HAMMER-LOID "SILVER KING"

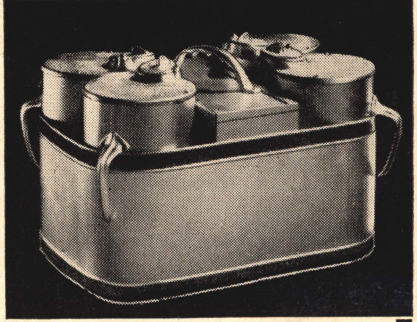
Eleven beautiful finishes
Sample $6.50
10 for $55.00

SEE YOUR JOBBER

• • •

USE "PAL"

the operators handy service kit. Holds 4 or more 5 lb. containers of merchandise. Compartments for tools, cleaner and money. MODERN, LOW PRICED.

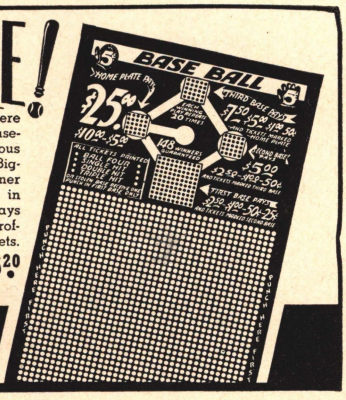


Also STANDS and PENNY COUNTERS. FREE catalogue & operating instructions on New Hammerloid "SILVER KINGS."

Automatic Games
2425 Fullerton Chicago, Ill.

ANOTHER HIT BY GLOBE!

● That's what dealers everywhere are saying about Globe's new Baseball Board. Printed in 8 gorgeous shades for unusual flash, it's a Big-League attraction. A sure winner on any counter! Board takes in 2600 holes at 5c or $130.00. Pays out (average) $74.75. Average Profit $55.25. Baseball symbol tickets. Semi-thick board. Celluloid protection over jackpots. Price $6.20



Write for our new Folder on latest Money Boards.

GLOBE PRINTING COMPANY
1023-27 RACE STREET · PHILA., PA.

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Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave.,Chicago,Ill.

West Coast Distributors

Reliable Vending Machine Co.
452 Venice Boulevard
Los Angeles, California

Vending Machine Headquarters
1160 Mission Street
San Francisco, California

Viking Specialty Co.
530 Golden Gate Avenue
San Francisco, California

TOPPER

Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave.,Chicago,Ill.

In Texas

with
JOHN G.
WRIGHT

HOUSTON (RC) — Harlis Irby and Huber Bryan recently purchased the Wall Box Sales Company of Dallas from Joe Williams. Bryan has been Buckley's district manager for some time. Their books show a record breaking volume of business for the past two weeks.

Frank Maceo and Joe Salvato, Galveston Novelty Company representatives, were in Dallas recently on a business trip.

George W. Wrenn and Mrs. Wrenn, accompanied by Mrs. Wrenn's parents, Mr. and Mrs. L. A. Hoke, left Houston August 1 for an extended trip that will include the World's Fair in New York. On August 13 they expect to be in Ashborough, North Carolina to attend the Wrenn family reunion, an annual affair.

Attractive Leni Smith is the new secretary of the Houston Branch of the Electro Ball Company. She started work on July 1.

Victor Gaida, of Yorktown, and one of his operators, Alvin Carte, of Cuero, were in Houston July 20 on business.

J. W. Smalley, of Houston Electro Ball Company, traveled the Arkansas territory during July. It was familiar ground to Smalley as he formerly covered that district.

F. B. Stevenson, Seeburg representative, spent most of July in Houston, taking part in court sessions in the interest of his company.

The Electro Ball Company of Houston held a preview showing of the latest Seeburg line of coin operated machines at the Ben Milam Hotel on July 25. Operators turned out in large numbers.

Seeburg's new Multi-O-Lite rifle range was the outstanding attraction with the Texas operators. The weight and balance and "feel" of the gun was appreciated in this state where good rifle shooting is the rule rather than the exception.

Latest Seeburg phonographs, the Portable Pla-Boy, wall boxes and speakers received their share of attention. Local manager Ed Lear was assisted by F. B. Stevenson, C. R. Brewer and Ed Stern, Seeburg officials. ◆

Excerpts From Letters Written By Relief Cases

1. I cannot get my sick pay. I have six children. Can you tell me why this is?

2. This is my eight child. What are you going to do about it?

3. Mrs. Brown has had no clothes for years. She has been visited regularly by the preacher.

4. I am glad to say that my husband who has been reported missing is now dead.

5. Sirs: I am forwarding my marriage certificate and two children, one is a mistake as you will see.

6. I am writing to say that my boy was born 2 years old. When do I get my money?

7. Unless I get my husband's salary, I will be forced to lead an immortal life.

8. I am sending my marriage certificate and six children. I have had seven, but one which died was baptized on a half sheet paper by Rev. Thomas.

9. Please find out for me for sure if my husband is not dead, as the man I am living with will not eat or do anything until he knows for sure.

10. I am very much hurt that you reported my son illiterate. It was a dirty trick as I married that baby's father a week before he was born.

11. My son is in CCC Camp and has been put in charge of a spitoon, as I now get more money.

12. In answer to your letter I have given birth to a boy weighing ten pounds. I hope this is satisfactory.

13. You have changed my little boy to a girl, will this make any difference?

14. Please send my money at once as I need it bad. I have fallen into errors with my landlord.

15. I have no children yet, as my husband is a truck driver and works day and night.

16. In accordance with your instruction I have given birth to twins in the enclosed envelope.

17. I want my money as quickly as you can send it. I have been in bed with my doctor for two weeks, and he doesn't seem to be doing much good. If I don't improve I'll send for another doctor.

18. My husband's project has been cut off. I need relief. ◆

OPERATORS ATTENTION—OPERATORS ATTENTION

Pacific Coast Headquarters

USED
Cigarette Vending Machines

We Buy and Sell All Makes and Models
Complete Satisfaction Guaranteed

WRITE OR WIRE
YOUR REQUIREMENTS

P & M SALES CO. **156 9th St.**
San Francisco, California

OPERATORS ATTENTION—OPERATORS ATTENTION

Scale Op. Explains Ideas and Methods

By CHARLES P. RODMAN

For many years Clyde E. Meyer, Omaha, has successfully operated coin weighing machines. At the present time he has a line of 250 Scales in operation in Omaha and Omaha territory, and as many more in central Illinois.

Looking back over his years of successful operation, he is convinced that attention to the following points is essential:

First—Accuracy. People expect near the truth as to the weight when patronizing a coin machine and are disappointed should they discover the machine is not operating correctly.

Second—Smart Appearance. As long as women and children are the principal patrons of the coin weighing machine, the machine itself must be almost immaculate to insure a continued good patronage.

Third—A Good Location. Experience has shown Meyer that the 5 and 10 stores are the best locations and the hours from 6:00 P.M. to 6:00 A.M. are much better than the daylight hours. Not only are the women and children heavy patrons, but the evening window shoppers, be they men or ladies, are good patrons.

Fourth — Best of Servicing. Machines must be kept in condition all the time to gain and keep patrons.

Fifth—Attention to Small Details. Machines should be dusted carefully each morning so that 100% patronage will be had all day. Shabby looking and dirty machines serve to drive away customers, when just the opposite is what is needed. It takes but little time yet pays big dividends.

Meyer states all-night restaurants are second best locations in both Nebraska and Illinois. In this class are included the wayside stations selling soft drinks and serving sandwiches. People congregate and must have some amusement to pass the time. An attractive automatic weighing machine will always get its share.

That covers the operation. Now, there are some other things that Meyer has discovered. Operating must be conducted as a legalized business and cared for accordingly. Operators must give the people just treatment and good service. They must quit prevaricating about the "take" and tell the truth. Too many prevaricators have made the business a laughing stock of the public and the political football of second rate politicians. Misrepresentation induces many to enter the field and thus cut the income below the safety point. Tell the truth and then if others must enter the business it will not hurt you nearly so much financially.

Organization is needed. Let the operators proceed along legitimate lines and educate the public. Organization is also necessary to prevent municipalities from over-taxing the business. A just fee for each and every machine operated would probably not exceed 75 cents the year, and that should include the inspection fee.

Summing up Mr. Meyer's views, two things stand out — organize and educate. Organization for purely social times with others in the same business would pay, but when added to that are the other benefits derived from such association, it looks foolish not to "get together." Continuous talk in favor of the machines would help the public.

Truthful notices in the newspapers would help form a good opinion of the business. It's worth a trial! ◆

TIMING DEVICES
Electrical or Mechanical
For every coin machine need.
We supply leading manufacturers.
ELLMAN & ZUCKERMAN
119 S. Jefferson St. Chicago, Ill.

Here are
GOOD VALUES
50 Reconditioned EVER-READY 4-Col. 10 Nut & Confection Vendors. ONLY . . . . **$5.50** Each (5 or more)
● SAMPLE $6.50 ●
$250 BUYS ENTIRE 50 MACHINES
ROWE ARISTOCRAT
6-column slug proof 15c Cigarette Machines. Reconditioned like new. **$16.00**

Sample Machine, $18.50. Floor Stand, $3.00. Equipped with 20c Coin Slot; $2.00 Extra.
TERMS: 1/3 Deposit, Bal. C.O.D.
D. ROBBINS & CO.
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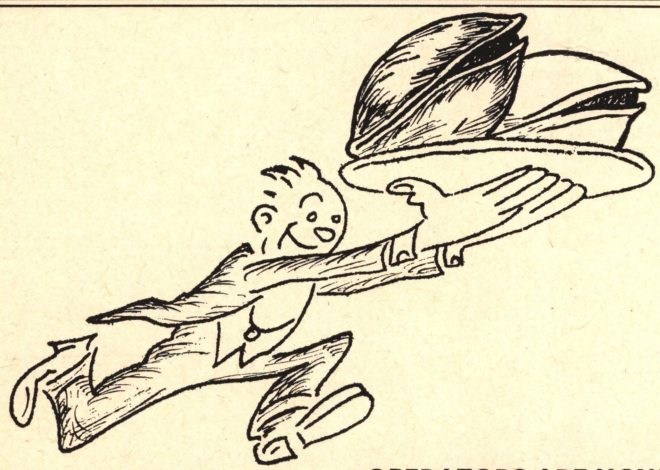

Thanks to Lower Costs,
OPERATORS ARE NOW FEATURING
ZENOBIA PISTACHIO NUTS!
During the Spring and Summer months, Pistachios will outsell all other products. Now is the time for you to fill your machines with these delicious nuts.
We carry a fresh supply of Pure White and Rose Red Pistachios at all times and can give you prompt shipment.
Write us for new low prices on the new crop Pistachios!
VIKING SPECIALTY CO.
EINAR WILSLEV, *Owner*
References: Dun-Bradstreet
530 GOLDEN GATE AVENUE
SAN FRANCISCO, CALIFORNIA

Fraud Case

(Continued from page 15)

others had been misrepresenting his products either by mail, advertising or otherwise. He and his associates further defended their contract by asserting that the 120 per cent profit referred to the gross income of a machine for a period of eighteen months. They also claimed that "exclusive territory" meant the right to purchase more machines. Several trade names had been used, defendants asserted, because of the large turnover in salesmen, most of whom were hired by correspondence.

The companies named in the bill were W. F. Main Company, Appleton Novelty Company, The Machen Company, Standard Mercantile Company and the Standard Manufacturing Company. Besides Main the persons convicted were: Jane E. Slavata, E. L. Weidner, Frank E. Machen, J. H. Arnold, H. A. Visel and H. Pasteur. Pasteur was convicted on the mail fraud only.

The trial broke all Houston Federal Court records for length, number of witnesses, number of defendants, number of jurors, and miles traveled by participants. It lasted from June 5th to July 5th. Fifty-eight witnesses from 17 states traveled a total of more than 25,000 miles to Houston for the trial. Fourteen defendants were originally named in the indictment. It was asserted that the trial cost Main $15,000 in addition to the $11,000 fine. ◆

Philadelphia Demands Beverage Vendors

PHILADELPHIA — What is considered one of the largest single orders in the history of the Bally Manufacturing Company was made by the Keystone Vending Company of this city during July. Sam Stern of Keystone, exclusive distributor of the Vendor, reports, "We have just made arrangements for carload deliveries of Bally Beverage Vendors.

"The rush for deliveries of these machines have been responsible for the arrangements which will bring carloads of the Bally Beverage Vendors to this city on regular schedules. Locations for the machines have already been arranged. Leading operators throughout this wide area have shown a great interest in getting started.

"There is little doubt but that Philadelphia will lead the country in the operation of Bally Beverage Vendors. Leading locations have already been solicited and we find every one of them interested and ready to get started. The first carloads will undoubtedly be in demand before they arrive from the factory. We are arranging for a complete schedule of carload shipments to cover this territory with the hope that we can meet the demand." ◆

* * *

"Do you know what I'd do if I won your wife?"

"Yes, you'd do me a favor."

De Luxe Dice

Perfect cubes. One-half inch square. Red, green or white.

$2.00 per hundred cash with order

M. T. DANIELS

1025 University Ave. Wichita, Kansas

IMPORTANT NOTICE

The Los Angeles offices of the COIN MACHINE REVIEW will close September 15 for the annual vacation of its staff.

Business will be resumed again Monday morning, September 25th.

Atlas Novelty Reports Increasing Business

CHICAGO—If there has been a summer slump in business this year it hasn't been felt at Atlas Novelty Company where increasing orders from all parts of the country, and foreign countries as well, keep a full crew at work in the shipping department.

Known as one of the top-notch jobbing and distributing firms in the United States Atlas has built up a terrific number of steady, satisfied customers in all parts of the world. Operators have complete confidence in Atlas rebuilt equipment and consequently this accounts for a considerable portion of their gross business each month. ◆

• •

Betty — "Oh, Archibald, you're too slow."

Archie—"I'm afraid I don't grasp you."

Betty—"Yes, that's just it."

Mutoscope Moves to Own Building

NEW YORK — William Rabkin, president of the veteran coin manufacturing firm, International Mutoscope Reel Company, Inc., announced this week that the three factories now producing the various Mutoscope machines will be immediately consolidated and moved to the company's new five story building at 44-01 Eleventh Street, Long Island City, New York.

The gigantic job of moving to the new Mutoscope Building is being done in sections and various departments are being moved daily while the regular showrooms, offices and shipping departments are still functioning fully at the firm's present quarters at 516 West 34th Street.

The new building, within the city limits and only 10 minutes from Times Square, contains 50,000 square feet of floor space covering almost an entire city block. Modern methods of industrial architecture are being applied throughout the building, providing a maximum of light, air and comfortable working conditions for employees. ◆

McNeil Returns From Northern Trip

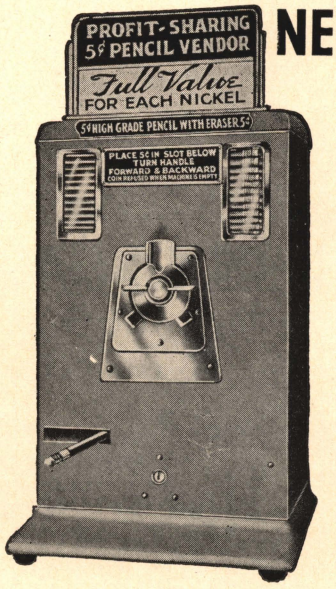
LOS ANGELES — National's Western representative, E. C. McNeil, returned from a business trip through the Northwest early in July with the word that "Oregon and Washington are awakening to the possibilities in automatic vending machines."

McNeil spent over two months on the road with his house trailer, equipped to demonstrate National Cigarette and Candy machines. Operators throughout Northern California, Oregon and Washington responded enthusiastically to the equipment he had to display, McNeil states.

Although ordinances have made it difficult to operate cigarette machines in this territory in the past, a recent awakening on the part of local officials has helped matters, according to McNeil. He says the future for these states looks good from the operators' standpoint.

The beauty of the country was impressive, McNeil states, and he anticipates another trip soon. Fishing was good. They are not so big, he says, but there are plenty of them. ◆

NEW TRADE STIMULATOR



PROFIT SHARING 5¢ Pencil Vendor

Vends a regular 5c pencil for each nickel. Trade awards given for "Lucky" pencils.

NO CHEATING

Operator knows exact amount of trade awards, as all award labels attached to pencils are saved by the merchant.

Machine requires only 9" counter space. Capacity 150 pencils. Operators' price for pencils, only $1.25 per gross.

Be First in Your Territory!

Sample Machine

288 pencils and award labels included free. ONLY **$17.50**

D. ROBBINS & CO., 1141-R DeKalb Ave., Brooklyn, N.Y.

Bill Marmer, of Sicking, Inc., Cincinnati, pins on a bib to down a few steins of "Coc" with Jim Buckley, of Bally.

Werts Finds Stars Are Valuable

MUNCIE, Ind.—Fred W. Werts, president of the Werts Novelty Company, is now an accomplished astrologer, according to reports coming from friends and business associates. "He has become so adept at reading the stars," friends say, "that he can tell you many facts about yourself and even predict your future success and happiness."

Werts studied under Seward, the master astrologer, while in Florida during the past winter. He is fully capable of pursuing the stars through their orbits and of applying the birth date of a person to the mystic realms of astrology.

It is Werts' theory that a study of the stars is practical because one can learn their lucky days, as well as their adverse ones, and can take advantage of their best opportunities. ◆

Pennsylvania State Operators' Ass'n

By HARRY BORTNICK

Although officials of the Pennsylvania State group expressed disappointment at the failure to secure the passage of any beneficial trade measures at the meeting of the 1939 legislature, it was hoped that greater success would meet the efforts of the group during the next session. Harry Wexelblatt, executive secretary and counsel, expressed satisfaction at the growing strength during the year.

Efforts to obtain favorable legislation were started rather late, with activity inaugurated very briefly before the start of the session, Wexelblatt stated. "At the start the Association's representations were weak and rather futile. Legislators were not convinced of the need for the legislation nor conscious of the strength of the State organization.

"It was hard work getting our organization on a smoothly working basis," Wexelblatt declared. "However, good results were evident as time progressed and I think that we made ourselves recognized by the various members of committees handling the bills which we thought beneficial to the industry in the trade. The last few months found the State Association daily growing in strength and membership from all sections of the State."

With more time in which to build a strong State Association and complete plans for presenting their problems to the Legislature the officers of the group expressed great confidence that more results from their efforts would be evident at the next session of the legislative body in Pennsylvania. ◆

Sparks TOKEN PAYOUT

BALL GUM VENDER

1c or 5c play—cigarette reels

Beer—Horse or Number symbols—5c only

Automatic Jack Pot Model 1c or 5c

New Hammerloid Enamel Finish—

Choice of Colors

Open or concealed payout. Entire mechanism removable as a unit for instant reloading.

Operate the only token payout Ball Gum Vender on the market for real counter game profits.

Write Today for Prices

GROETCHEN TOOL COMPANY

122 NORTH UNION STREET . . . CHICAGO, U. S. A.

Phono-Mike

(*Continued from page 30*)

phone first was the Royal Distributing Company, a large operating concern in the East. Over three hundred Phono-Mikes have been placed on machines operated by this concern and they report them highly successful. The manager of the company stated in a letter written to the factory recently, "The executives of the company would have been satisfied with a small increase in collections, but we were all amazed when collections increased from forty per cent to sixty per cent on all machines upon which the Phono-Mike had been placed.

"I am therefore ordering the device for every one of the phonographs which we operate. Not only those phonographs upon locations but the machines used for rentals to parties have brought in larger revenue through use of your profitable device." ◆

Jensen New Viking Sales Manager

SAN FRANCISCO (RC)—The man who became an operator so that he could have time to enjoy nature is Gus H. Jensen, newly appointed sales manager for Viking Specialty Company.

Four years ago Jensen was knee deep in the restaurant business. He had spent seventeen years as district superintendent and general purchasing agent for Childs in New York City. It gave him little time for relaxation. When he decided to come to the west he accepted a position as president and general manager of Boos Bros. Cafeteria in Los Angeles. Jensen pointed out that that well-known company originated the cafeteria idea and has made it the biggest cafeteria chain in the world. Few people realize that the Boos Bros. Cafeteria Company is a subsidiary of Childs, perhaps the most famous cafeteria in the world. But an active man like Jensen does not just stay president and general manager for long. He awoke one day to find himself director of the Southern California Restaurant Association and a member of the National Restaurant Association. The demands of his many jobs gave Jensen little time for leisure. "Life always ran at fever pitch," he says.

And then one time he took a short vacation for himself in Northern California. He drove through Eureka and it reminded him of his old home town in the Middle West —same size, same kind of people. The redwoods around there were pretty nice, too, he thought, and it came to him that in his present high pressure job he had had no time to really get outside and enjoy the scenery of California. And so, having the courage of his convictions, he resigned from his many positions in Southern California and became an operator of vending machines.

Asked how he happened to choose that particular line of work, Jensen replied that it seemed to him at the time that it gave the most opportunity to live a full life comfortably. During the four years that he operated he built up a route of several thousand machines in all parts of Northern California and Southern Oregon. His headquarters he always kept in Eureka.

Recently Jensen has started his restaurant-on-wheels idea in Northern California. He plans to introduce it in time to all parts of the state. The small, attractively designed and painted wagons house complete restaurants equipped to give all kinds of service. When it's possible to use a vending machine to dispense an article, one has been installed.

Jensen accepted the post of sales manager for Viking in July. He has specialized on the building of routes for new operators, and comments that there are many people who come to him each day anxious to enter the field. He not only builds the routes but assists and advises the operators along the way until they "know the ropes." He gets a big kick out of this. It's exciting, he says, to help a man shape a business that will make him independent in time. Although he has retained his route and his restaurants in Northern California, Gus Jensen is in the San Francisco vending machine business to stay. ◆

• •

"Father, when I graduate I'm going to follow my literary bent and write for money."

"Well, son, you ought to be successful. That's all you've been doing since you started college."

Music Operators!

Something New — Different

In Refinishing

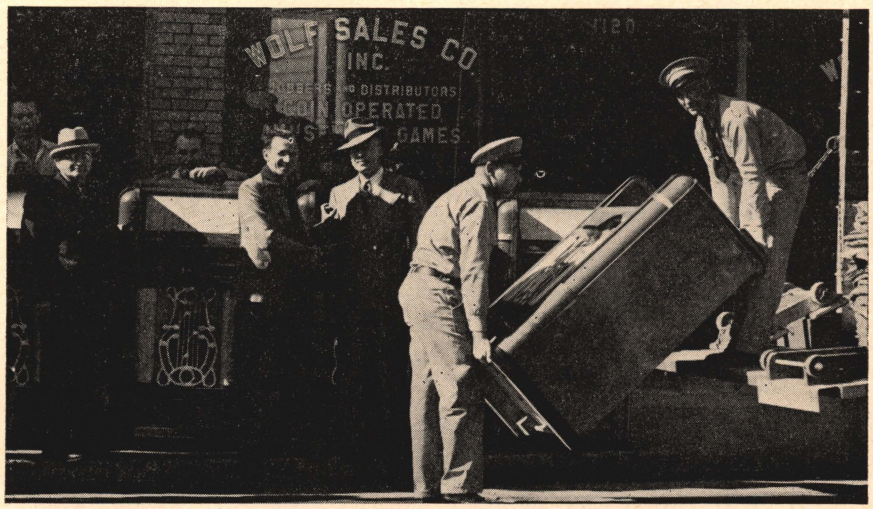
Old Phonographs

You will be surprised to see what this "most original and designed finish" will do for your old phonographs.
Cigarette burns and scratches removed. See M. Herring at the:

E. T. Mape Music Co.

JEAN MINTHORNE—Branch Manager
1517 W. Pico Blvd. Los Angeles, California

Music Operators!



A full truckload of cabinets being shipped by the Wolf Sales Company, San Francisco, to operator Robert L. Stark in Los Angeles. Wolf Reiwitz, head of the firm, is wearing the gray hat on the left.

WURLITZERS

MILLS
Not the ordinary "run of the mine" Phonographs "BUT"

P12—Plain	$33.50
P12—Light up grille	39.50
412—Plain	49.50
412—Light up grille	54.50

ROCK-OLAS
All Machines reconditioned by Experienced Mechanics

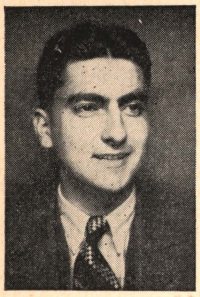
"SPECIALS" in good condition

Mills Dance Master's DeLuxe	$22.50
Mills Do Re Mi's	29.50
Rock-Ola Rhythm King's	35.00
Rock-Ola 1936 Regular	29.00

1—PHOTOMATIC—STAINLESS STEEL TANKS.....$495.00
SKEEBALLS—ROCKABALLS—10 ft. and 12 ft.
Radio Rifles—work with films—Trouble proof—Legal

KEMO NOVELTY CO., 1119 South 16th St., MILWAUKEE, WISCONSIN
1/3 Deposit with order

BRUNSWICK
Every Artist an ARTIST!



In the Pacific Northwest

with

LOUIS KARNOFSKY

Boating, fishing, swimming and a half dozen other outdoor pastimes were crammed into one fun-filled afternoon at Pipe Lake on July 30 at Evergreen Novelty's gala picnic and good time party. Operators and their families from all sections of the Northwest turned out in large numbers, and their unanimous decision, consolidated into one expressive word, was "terrific!" Al Gustafson left no stone unturned in his preparations for making the outing a success, even going so far as to reserve ten cabins in the event that Jupe Pluvius should drop in unexpectedly.

When a full-fledged aviatrix who eats, sleeps and rides in airplanes, suddenly loses all interest in the winged birds and becomes boat conscious, a Sherlock Holmes isn't necessary to discover that something is radically wrong. That's exactly what happened to Helen Casady, office manager of Northwest Sales, some time ago. She met a tall, handsome executive in the office of the Puget Sound Navigation Company, and from then on the blue waters held a kind of magic sway over her. After a hasty exchange of arrows from Dan Cupid's bow, the badly speared couple wound up at the altar on July 29. Coin Row extends hearty congratulations to the newlyweds.

While "Porky" Jacobs is the Northwest's official Comedy King, a newcomer has risen from the operating ranks to challenge Jacobs' supremacy. He is Phil Shelly, for a number of years a Tacoma luminary, whose type of fast cracking humor follows much on the same line as Bob Hope. When Shelly opens up and starts firing, the wisecracks explode with machine-gun precision and it takes an agile mind to keep up with him. An old knee ailment cropped up last month and kept Phil on the shelf for six weeks. But nothing could keep his gags on the shelf for long. Like Old Man River, they just kept rolling along.

It cost Bert Farmer $185 to be a hero on July 26. Bert was lolling in his speedboat on Lake Stevens, taking refuge from the most searing heat wave to hit this section in years. Some distance away, a young lady was water skiing behind a motor boat. She lost her balance and was plunged into the lake which was about 90 feet deep. The weight of the rope she was hanging on to and the speed of the boat combined to drag her down. Several times she came to the surface, gagged over a mouthful of water, and shrieked to the driver to stop. But the driver thought this was all part of the act and zoomed merrily along. To the rescue came Bert Farmer in his craft. When he dived for the girl, the driver of the other motorboat realized the seriousness of the situation and slowed down. Bert grasped the girl below the surface. Panic-stricken, she grabbed hold of him and applied a scissors lock. For a moment it looked like Davey Jones would have a couple of permanent customers. However, Bert broke her hold and hauled her to safety. When our hero flashed his personality smile for newspaper photographers, he discovered a very odd thing. A bridge plate of teeth, which cost $185, was missing, having been knocked from his mouth during the rescue. When they start pinning medals on Bert, he hopes they will also pin a new bridge set back in his mouth.

The Row's best mechanical team in seven years—Ducky McFarland and Jerry Steffan—was broken up some time ago when Steffan joined Western Distributors. A couple of months ago Decca put Les Tobey to work in their shipping department. Now another "Gold Dust" team steps forth. When Tobey and Bill Honeywell merge their efforts, the discs fly around with the velocity of a juggler and the filled orders reel off the counter at a dizzy pace.

While Coin Row's astute members were having fun and frolic on July 4, Ron Pepple arose early in the morning and made tracks for Northwest Sales. He spent the day building the Luxury Lightup Lounge, show-room de luxe. Not only is the room brilliantly lighted and cosily furnished, but perfect ventilation is provided by a Monk's cloth draping over the ceiling.

In approximately two more weeks, the Rudy Petersons will be blessed with an heir or heiress. The past month has been mighty tough on Rudy, the Northwest's strong man. Worry and anticipation has caused him to lose weight to such a degree that he is down to a mere 240-pound shadow.

The sunny clime of California claimed a number of vacationing coinmen last month. Operator Cy Morgan was gone for two weeks. Helen Casady took an "advance solo" honeymoon, traveling to the south for a fortnight and then returning home and getting married. The Heberling Brothers, George and Chet, took their first vacation in 25 years. Chet's family led off, and upon their return brother George and wife departed.

COININGS ON THE CUFF—

Flash! It has just been discovered that Rosser S, the horse Al Brashem purchased and entered in a recent Longacre race, is a fugitive from a local glue factory. All bettors better beware of this animal . . . Howard Russell, for the past year an operator for Superior Distributors, put on the cigar passing act on July 22. It was a 7-pound boy.

The distinction of being the first girl to manage a jobbing house in the Northwest goes to Thelma Oliver, major domo at Jack Moore's . . . Friends of Operator Bill Smith, of Chehalis, will be happy to hear of his recovery to health after being operated upon for rupture on July 17th. He is now at home resting. New mechanic at Western Distributors is Howard Serven, transferred from the Portland office.

This fast streamlined age is getting no jumps on Fred Miller. Five or six months ago he sold his operating route and embarked to Australia. He returned last month, organized a phonograph route in double-quick time, and a week later sold out to Ken Shyvers.

Coin Row extends the Order of Royal Welcome to L. C. Gilman, Pacific Coast Manager of Decca; Lou Wolcher, of Western Distributors, and Operator O. A. Brower from Aberdeen, who graced the Northwest with their presence last month . . . Two wrinkled fenders and a dented rear serve as reminders to Operator Billy Lynn that his Chevrolet coupe acted as shock absorber for another car on Western Avenue recently.

Anacortes' ace operator, Mickey Hannon, is back home after a trip to Alaska . . . Joan Schroeder, a stately blonde who hails from Minneapolis, succeeded Adam Mayers as Superior Distributor's office manager last month. ◆

• •

"Your sister has eloped with that man she's been taking vocal lessons from."

"Heavens! What will the neighbors say?"

"They'll say, 'Thank God!' "

• •

Judge: "Have you ever appeared as a witness before?"

Witness: "Yes, your honor."

Judge: "In what suit?"

Witness: "My blue serge, sir."

BRASS CHECKS For PIN GAMES

	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickle plated checks add $1.00 per M to above prices.
Terms—One-third Cash—Balance C.O.D.
SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

GOOD FOR AMUSEMENT ONLY

NO CASH VALUE—SOLID OR WITH HOLES

Hot Weather Specials

BARGAIN

5 Rock-Olas
Very clean—12 records
No. 1's—$25.00
No. 2's—$27.50

NEARLY NEW

6 Kunkel Popcorn Machines
Fine shape—ready to go
Only—$25.00

8 MILLS

V-12 Cigarette Vendors
$35.00 each

100 Used Marble Games
from $3.00 up.

We sell all free-play games

C. E. WASHBURN

1511 W. Pico Blvd. Los Angeles
Wurlitzer Distributor

Northern California

By Dorothy Petsch

Prosperity, reveals the San Francisco Chamber of Commerce, came around that corner and into full view this month. The best business since before the big toboggan slide of 1929 was noted by the Chamber's research department after plotting curves and tabulating long lists of figures.

The past two weeks have picked up noticeably in coin machine circles, according to jobbers. Advance Automatic names Genco's Bangs, Stoner's Snooks, and Exhibit's Avalon as the best sellers this month. Wolf Sales and the Jack R. Moore offices both name Bally's Pick 'Em, while Golden Gate Novelty nominates Genco's Bangs. Wolf Sales has been receiving shipments of Pick 'Em every other day and are still twenty-five machines behind in paid up orders. Exporting has slowed up slightly. Viking still finds Central America anxious for nut machines, with the South Seas and Australia the best markets for games from Advance Automatic and Wolf Sales.

Most heartening news of the month is the settling of the labor front in the phonograph trade. With 12,000 phonographs signed on the dotted line, Joseph Baker, president of the Automatic Music Merchandising Association, Inc., believes this to be the only time in the history of the business when operators presented a united front. Oakland, Fresno, Stockton, Sacramento and San Francisco are all under ten year contracts with the Association. George Miller has been named as Baker's assistant.

Successfully pigeon-holed is the bill in the state legislature to tax phonographs $25 per year no matter what the age, condition, or location of the machine. Baker points out that 60% of the boxes now in use are old merchandise with an earning power in most cases of from $1.50 to $2 per spot. To assess each of these $25 would wipe off the map most of the operators of these machines. The bill was backed by local authorities anxious to fill the city coffers.

Business isn't so bad when the boys go out and buy new cars. Archie Gammelle is sporting a new Cadillac and Stanley Harris a shiny DeSoto.

F. S. Grant has entered the operating business in Watsonville. His trip to San Francisco this month netted him over a dozen new machines and he's going strong. Grant is also a prominent fight promoter along the Coast, specializing in the featherweight class.

John Gilder, local operator, has hied himself off for the Middle West. He intends to visit friends and relatives for over a month and hopes to pick up a few new operating tricks along the way.

Wolf Reiwitz, owner of Wolf Sales, entered the operating field this month with the purchase of Jimmy Dahle's route of machines. It is Wolf's plan to limit the route to one hundred boxes.

Candy lentils, boston beans, roasted almonds, and the new teeny beans are top requests this month at Viking, according to Les Baker. He adds that the candy business in July almost doubled that of June.

Lou Wolcher is spending several weeks in the Pacific Northwest, dividing his time between his Portland and Seattle offices. He will return to Advance Automatic the middle of August. His San Jose Speedway is still running strong. The roadster races staged there August 6 drew a crowd of four thousand.

Wolf Sales are still making good with their phonograph cabinets in the East. Florida seems to be the heaviest buyer this month. Twenty-five cabinets were also shipped during the last week to Los Angeles.

P. & M. Sales report a booming business since the opening of the new branch of their business devoted to jobbing used cigarette machines. According to Richard Parina, owner, requests for machines are coming in from all parts of the country, and letters are piling up daily from satisfied operators. Each machine that is sold is first thoroughly cleaned and renovated so that it is in first-class working order when it reaches the customer. The company is also enjoying a neat business with locks, a complete line for all types of vending machines having been installed by the company at the time it opened its doors for the cigarette jobbing trade.

Seeburgs are still selling furiously at the E. T. Mape Company this month. New shipments are being received in San Francisco as fast as the Eastern plant can send them out, but it's not fast enough to suit the operators; there's still a long list of "must" names that are clamoring to get their machines.

It's vacation time at the Seeburg headquarters, too. Vance Mape and his wife returned this month from an extensive trip through Alaska where they not only bagged a lot of fun but some excellent pictures to prove it. Mrs. Felice Church, recently placed in charge of operators at the E. T. Mape Company, is now taking a week off to rest up for the hard winter to come. She plans to concentrate on seeing what Treasure Island has to offer. On her return Carl Anderson will take a combined vacation and honeymoon. He isn't revealing his destination, but he's going to forget the accounting business for a while.

Jerry Berman is passing around cigars this month. He's the proud father of a baby girl, Susan, born the middle of July.

The Wm. Corcoran Company has taken over the agency for Rock-Ola in San Francisco. This is not entirely a new step, for Bill has carried these machines along with his Wurlitzers for several months. However, since the transferring of the West Coast office from San Francisco to Los Angeles the Corcoran company has been named headquarters for the northern California area.

Newest machine in San Francisco to cause a big stir this month is the Auto Golf, Inc., machine which is being shown to amazing crowds in the Lou Wolcher offices. It's a five-ball game played with an ordinary golf putter on a low green-carpeted board about four by six feet. The upper end of the board is slightly elevated, thereby increasing the difficulty of sinking the putt. A foot-operated pedal brings the ball onto the green for the play. The play board itself is encased in glass and if you're a dead-eye shot the ball rolls onto the board for an eagle, a birdie, or an ace. Par is 20 for the game. The trim, the coin counter, and the light over the cup are all made of spun steel. Mildred Alexander and Estelle Cyr, the brunette and blonde secretaries at Advance Automatic, are daily demonstrating how easy it is to roll up a score if you just have that certain touch.

Al Berman has moved his offices from Golden Gate Avenue to 1254 La Playa.

Leon Sarkasian, old-time operator in the Bay area, has opened a new Sportland at the Golden Gate International Exposition on Treasure Island. His establishment is well-located for trade on the Gayway and reports are that play has been excellent. He is operating Wurlitzer bowling alleys and Ray-o-lite gun machines.

The Jack R. Moore plant is operating on a new summertime schedule to enable its employees to get the most out of a day. The portals open now at eight o'clock and close at five-thirty. One Saturday a month is given to the employees according to a staggered schedule.

Offices of the San Francisco company have had their faces lifted this month. The conference room has been stipled in cream-colored plaster, new indirect lighting fixtures installed, the floor covered with a deep wine carpet, and attractive drapes hung over the windows. The stairs leading

MIDSUMMER CLEARANCE!

Only such an occasion can explain the following

CUT PRICES

5 Hawthornes	$89.50
4 Thistledowns	79.50
6 Grandstands	72.50
10 Sport Pages	64.50
5 One-Two-Threes, late models with reversed reels	55.00
20 Fairgrounds	39.50
15 Foto Finish	17.50
15 Golden Wheels	12.50
9 Rays Tracks, late serial numbers	49.50

COUNTER GAMES

Tallys	$ 9.50
Sparks	12.50
Kounter Kings	7.50
Bally Babys	8.50

SLOTS

5c Blue Fronts	$49.50
10c Blue Fronts	54.50
25c Blue Fronts	59.50
Vest Pockets	32.50

Mills Cigarette Machines, late serial numbers	$44.50
7-column Gorettas	29.50
4-column Gorettas	19.50

We also carry a full line of new and used Novelty Games.

Drop us a line and be assured of results

WOLF SALES CO., Inc.

1120 Golden Gate Avenue *San Francisco, Calif.*

up to the mezzanine floor have also been carpeted. So impressive is the finished product that visiting operators are tempted to muffle their voices and address Johnny as "Mr. Ruggiero."

Bally's Beverage Vendor is really taking hold in San Francisco in a big way, says Johnny. All the beverage zones in the Bay city have been equipped with the machines and operators report excellent business with them.

Einar Wilslev, who never drives his car if he can fly, has come forth with an announcement that promises to make all airplane trips look puny in comparison. Some time near the end of the month Einar will fly to Copenhagen. The purpose of his trip is still shrouded in mystery. In fact, it took a lot of good hard work to dig out that much of the story. True, Einar's mother lives in Copenhagen. At the same time, though, he is one of the few eligible bachelors in the business. He has just bought a new car, a couple of new suits, and is letting his Prussian hair cut grow out. Well, draw your own conclusion. We'll try to keep you informed.

Les Baker, of Viking Specialty, has taken a week off from business to drive his mother and father to Yosemite and General Grant Park. This is the first trip Mr. and Mrs. Baker have made from their home in Kansas to the Coast. They plan to stay here some time on their return and take in the Fair.

Extra! Extra! Johnny wins the big contest! The employees of the five Jack R. Moore offices were standing on their heads in excitement the first of August waiting for the announcement of the winner of the company prize. The contest was staged for the months of June and July, and was open to all employees of the Jack R. Moore offices in Portland, Seattle, Spokane, Salt Lake City, and San Francisco. Entries were to be judged on amount of sales, and number and value of ideas on sales promotion, distribution, efficiency, and administration which could be applied to all of the company offices.

The prize was to be a trip to the San Francisco World's Fair or a cash award of $75. Employees of the San Francisco office were in a constant whirl as Johnny Ruggiero tried out one after another of his brain children. Apparently they were good children, too, for they brought the prize home to papa. Now he and his wife are spending their winnings in Yosemite. ◆

Philadelphia Coin Mach. Operators' Association

By Harry Bortnick

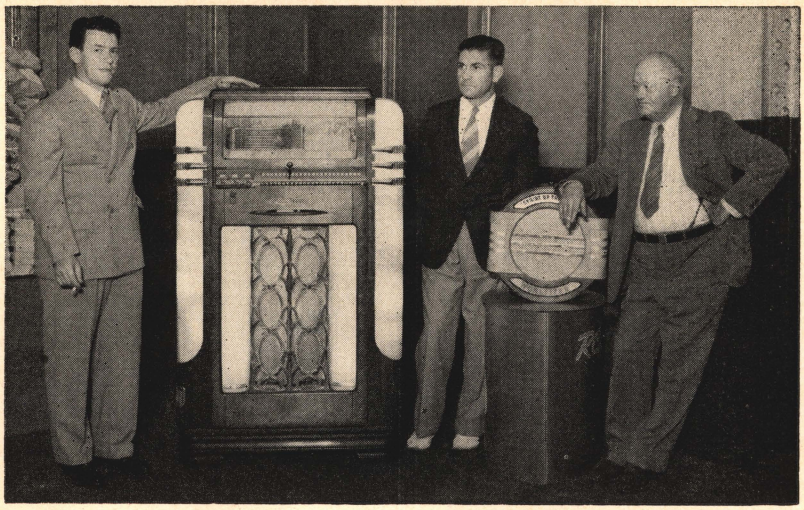
The entire trade has expressed extreme pleasure at the settlement of the troublesome controversy regarding payment of the Mercantile Tax assessed against each machine operated in the State of Pennsylvania. Here in Philadelphia the case has been conducted as a test suit by the local Association, but the Supreme Court ruled against the operators and decided that payment must be made for each location in which a machine was placed.

Although the payment of the heavy tax, amounting to $21.93, works a hardship on the operators, an agreement allowing extended payments has been worked out by the officials of the Association and officials of the tax collection department of the city and of the Department of Revenue of the State.

Harry Wexelblatt, secretary and counsel, is acting as the collection agency for the Mercantile Taxes. The first of the part-payments has already been made and complete payment of the tax will have been made by the end of the year, Wexelblatt stated.

During the course of the negotiations representatives of the State Revenue Department agreed to waive the fifty per cent penalty for taxes which had not been paid during the due period. In addition to waiving the penalty the six per cent interest charge which would have been added to the overdue taxes was not charged against the operators.

These releases, granted by the tax collection authorities, saved operators a great deal of money and again proved the value of a strong Association which is capable of acting for all the operators in the area, it was pointed out by President Martin Mitnick. ◆



Bill and Bob Schuster, of Schuster Electric Company, Cincinnati, pose with Harry Payne, Wurlitzer representative. The boys took over the old Schuster firm in a difficult business era and have successfully met conditions which might have staggered men of less ambition and energy.

Southern California

A few days of really hot weather in Southern California during the last week in July and the first few days of August caused many hard working operators to forsake routes and locations for cooler climates. It was just a short spurt of heat, however, and few of the boys took it seriously for long.

Charlie Washburn, well known Los Angeles' coin machine dealer, "ran in the money" recently when he played a six dollar bet across the board and his horse came in a winner. As Charlie explains, he made a mistake and bet on the right horse.

According to his story, Mrs. Washburn picked three horses to bet on, and when Charlie got to the window he couldn't remember their names. So he placed the six dollars on one horse and the darn thing won—paying $206.60 to the Washburns. Charlie says it was all profit—he got in on a pass.

Vacations have been playing a prominent part in all activities for the past few weeks and many "out-of-towners" have been seen calling on local dealers as they passed through Los Angeles on their way to the San Francisco Fair or other spots of interest.

Ray Bazelon, of the Monarch Coin Machine Company in Chicago, spent several days in Los Angeles vacationing.

Art Dawes, of San Diego, stopped off in Los Angeles for a short visit with friends early in August. Art, with Mrs. Art, was on his way to the Fair in San Francisco.

Out-of-town faces seen at National's headquarters by E. C. McNeil and Preston Jarrell included: A. Pizante, of Vallejo; A. B. McDonell, cigarette operator of Fresno; George O'Brien, from Oakland; George Bates, of the Bates Sales Company, returning from Catalina where he was vacationing; Ollie Trevillian and his wife; and Mrs. Ernie Brennan, from Seattle, here on a vacation.

Richard Groetchen, president of the Groetchen Tool Company, arrived on the coast during the first part of the month to visit with operators here. His trip west will include San Francisco and Yellowstone.

Mr. and Mrs. Harold Presher of San Diego announce the birth of a baby girl on August 3.

M. C. Edwards, Seeburg operator in San Bernardino County, is flying to Detroit in August to drive back a new Packard. Edwards says, "It's all done with Seeburgs."

Mr. and Mrs. Jean Minthorne, Los Angeles Seeburg dealers, visited Las Vegas, Nevada, for two days late in July to look over the operating possibilities with M. C. Edwards, who has machines there. They report Boulder Dam and the lake are very wonderful sights—but the heat—well it was 120, they say.

N. Marshal Seeburg, president of the Seeburg Corporation, and Henry Roberts, vice-president of the concern, visited with J. P. Seeburg in Los Angeles for several days during July. Marshal Seeburg and Roberts took in the San Francisco Fair, where Roberts has taken all the top prizes with his blue-ribbon pigs. Roberts is one of the outstanding breeders of fine pigs in the middle west. ◆

This Is My Hunch

It won't be long until slots and other types of gambling machines will be a thing of the past. BUT LISTEN I'M NOT WHIPPED YET. The amusement and skill machines will come to the front 100% and will be the only legitimate machines operating; therefore, a new style amusement-skill machine would be HEADLINE news for today. If you act now I can let you in on a new machine—ABSOLUTELY SKILL. For details, and money required, write me.

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Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

WANTED
Scales and other vendors. Write us description and price immediately. SILENT SELLING CO., Marion, Ind. (8-39)

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SLUG CARDS
Stop the slugs. REVIEW Slug Cards will. On heavy cardboard. 20c dozen, plus 10c postage and wrapping on each order. REVIEW, 1113 Venice Blvd., Los Angeles, Calif.

BARGAINS FROM DAVE MARION
Write for our latest bargain list. We buy, sell or exchange. Largest stock in the Midwest. All machines sold on a money-back guarantee. We carry a complete line of all types of equipment and we always have real bargains. MARION COMPANY, Wichita, Kansas. (12-39)

PROPHYLACTIC
Fifty nearly new twenty-five cent Advance. Some in original cartons. Build a permanent income. Five fifty each. 1322 Lee, Long Beach, California. (MJJA-P)

PACES RACES
and Track Times. I buy and pay spot cash. I also sell Paces Races and Track Times. What do you want? For sale: Paper Rolls, Brakes and other parts. Write to CHARLES PITTLE AND COMPANY, New Bedford, Mass. (SS-C)

ONLY $99.00
For the Luxury, Marbelite Counter Model, the best Counter Model buy in America with nickel, dime and quarter slots and built-in twelve inch dynamic speaker. For $59.00 and your twelve record Rock-Ola, we will convert it into the new Marble Luxury Job. EAST COAST PHONOGRAPH DISTRIBUTORS, INC., 625 Tenth Avenue at 45th Street, New York City. (JAS-P)

USED VENDING MACHINES FOR SALE
200 Brand New two column 1c vendors, never unpacked, $7.50 each. Formerly $18.50 each. BUREL & CO., Inc., 679 Orleans, Chicago, Ill. (A-C)

WANTED FOR CASH
Late Model Skee Balls. Must be priced reasonably. LOS ANGELES AMUSEMENT GAMES, 302 Glendale Blvd., Los Angeles, Calif. (A-C)

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500 — 1c Snacks three-compartment vendors, like new—equipped with latest adjuster for merchandise compartment, $11.95 each, 25 or more, $10.95 each. BUREL & CO., Inc., 679 Orleans, Chicago, Ill. (A-C)

SPOT CASH FOR USED GAMES
Want 200 novelty free play Games; also Westerns and Rock-Ola Baseballs. State lowest price, condition. MASSENGILL MFG., Kingston, N. C. (ASO-P)

MUST SELL
35 Jergens Lotion One Cent Dispensing Machines. Give me an offer. FELIX COHEN, 1330 10th Ct., N., Birmingham, Ala. (A-P)

NEW AND RECONDITIONED
Vending Machines and supplies. Send for latest low price list. RAKE, 7 South 22nd Street, Philadelphia, Pa. (AS-C)

FOR SALE
10 Vest Pocket Bells, late serials, slightly used. Price, $37.50 each. MOHR BROTHERS, 2916 West Pico Street, Los Angeles, Calif. (A-C)

FOR SALE
Rowe 7-column 5-cent Gum and Mint Machines at $12.50 each. One-third cash, balance C. O. D. J. & R. AMUSEMENT SALES, 28 Charles St., Holyoke, Mass. (A-P)

Arizona News Notes

C. H. McJunkin, of the United States Operating Company in Phoenix, announces the arrival of a baby girl, Deanne, early in July. Now maybe McJunkin can get some work done. This is his first and he hasn't been able to do any work for weeks.

Joe Bacon, of Phoenix, sold his drive-in, the Coffee Pot, and is going in for operating in a big way. He is building up his Phoenix and Tucson routes, and has been ordering new Wurlitzers from Charlie Washburn for a number of good music locations.

Henry Manning, formerly of Tucson and Phoenix, recently took over Jack Davis' Picacho Tavern. The Tavern is a half-way stop between Phoenix and Tucson and is a favorite for buses.

Ivan Green and his father, Mike Green, both of the Apache Novelty Company in Phoenix, drove to the San Francisco Fair during August.

Karl Schott, of Yuma, better known as the Apache Kid, and his father, whom the boys call Junior, took in the Fair at San Francisco recently. Karl is well known for his travelogues appearing in the REVIEW. ◆

"Gold Medal" Is New Bally One-Shot Game

CHICAGO — The Bally Manufacturing Company's new one-shot multiple payout game, Gold Medal, is now in volume production, according to Jim Buckley, general sales manager of the concern.

"Gold Medal," Jim states, "has all the teasing suspense of a bell and, at the same time, plenty of skill appeal. Although entirely new in play appeal, Gold Medal retains two features which have proven popular in all one-shots built in the past few years, namely, the changing odds and mystery selections.

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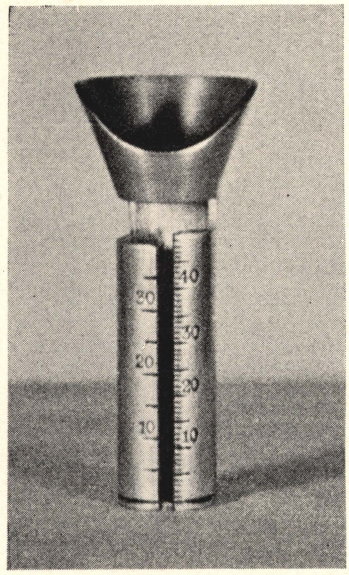

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—Sec. 282, Title 18, U. S. Code Annotated

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